

# DISTRIBUTION AND WAREHOUSING



**The Business Paper of the Warehouse Industry**

Volume 26

NEW YORK, OCTOBER, 1927

No. 10

It's the Sworn-to Listing That  
Is Starred—and



It's the Starred Listing That  
Gets the Business!

## Announcing the 1928 Directory

By KENT B. STILES

**S**EPTEMBER marked the beginning of the preparation of what will be the feature editorial contents of the January, 1928, issue of *Distribution and Warehousing*—the new Warehouse Directory. This comprehensive reference volume for national distributors and storage executives has come to be a recognized institution in the development of America's warehouse industry, and no effort is being spared by the publishers to have the 1928 Directory surpass in value any previous edition.

The **starring** feature, which since its adoption several years ago has added immeasurably to the prestige of the annual Directory, will be retained. This fact cannot be too strongly emphasized, and it should be carefully considered by both shipper and warehouseman.

The thousands of executives who have had occasion in the past to consult the Directory are familiar

with the significance of the **starring** system, but for the benefit of all it is here once more explained.

A bold face **star**—thus:★—after a company's listing informs the consultant that a responsible executive of that company has sworn, before a notary public, that the names and facts and figures contained in the company's listing are correct. And moreover that the information was so sworn to specifically for publication in the 1928 Warehouse Directory.

In other words, a warehouse company's listing published without a bold face **star** immediately following the company's name will signify to the consultant that the information in the listing was not sworn to for the 1928 Directory.

Phrased more succinctly:

"It's the Sworn-to Listing That Is Starred.

And—

"It's the Starred Listing That Gets the Business."

The statement that "It's the **Starred Listing That Gets the Business**" is based on experience as disclosed in letters which *Distribution and Warehousing* has received from both shippers and warehousemen.

Any industry's Directory can be *dependable* only to the extent to which the information set down therein is correct.

That is why the **starring** system was inaugurated—to promote *dependability* of information.

The Directory consultant, noting the **star** after a warehouse firm's name, has the assurance, by the very appearance of the **star**, that the information set down on behalf of that company is, because it is correct, *dependable*.

The **star** adds prestige to the company's listing. It follows, logically, that the shipper with business to give the warehouseman—or the household goods executive with a shipment to send to a fellow warehouseman—is going to give preference to that company which, through the instrumentality of the **star**, has declared before a notary that it is setting down, for publication in its own industry's annual Directory, *dependable* information only.

**I**T is important accordingly that every warehouse company make certain that its listing in the 1928 Directory is **starred**. To accomplish this is simple. It requires only the necessary time to fill in correctly the Information Sheet which *Distribution and Warehousing* sends to each company—plus

payment of the nominal fee asked by the notary who witnesses the company's representative's signature.

A few minutes of time. A nominal fee to a notary. These are infinitesimal compared with the value received through a **starred** listing in the annual Directory. And that "value received" is definitely appreciated by those companies whose listings have appeared **starred** in the 1927 and 1926 editions of the Directory—*Distribution and Warehousing* has received a sufficient number of letters from such companies to make that statement *fact*.

The Information Sheets went into the mails early in September. Every public warehouse company—merchandise, household goods and cold storage—on *Distribution and Warehousing's* master list of such firms throughout the United States and Canada, and in foreign countries, has by now received an Information Sheet.

Some hundreds of these have already been returned. These hundreds include some which were not sworn to before notaries public—and consequently the names of the companies which returned them will not be **starred**. . . . Unless—

Unless those companies write now to *Distribution and Warehousing* and request that the Information Sheets be returned.

*Distribution and Warehousing* will be glad to send back immediately any listings not now sworn to.

In other words, there is still time to get that **star**.

## A New York Map to Feature the New Directory

**T**HE Information Sheets distributed for the 1928 Directory do not differ materially in text from the ones sent out a year ago for the 1927 edition, but the 1928 Directory itself will have a feature that is new.

The 1928 Directory will carry, in the section containing New York City listings, a map which, if it proves popular to shippers and warehousemen, will be a precedent for other maps in Directory editions in the years ahead.

The first map, to occupy one full page, will show all merchandise, household goods and cold storage warehouses—as listed in the Directory itself—in their correct geographical positions.

The map will show Manhattan Island; the New Jersey shore along the Hudson River and New York Harbor; Brooklyn; Queens; part of Long Island, including the Rockaways; Westchester; and Staten Island.

Each New York warehouse company listed in the Directory will be designated by a number. An accompanying list of numbers will identify the warehouses shown on the map. Moreover—and what is equally as important—the number assigned to each company will appear in that company's listing in the Directory.

Thus will the Directory consultant be enabled, by examining the map and its accompanying list of numbers, to

visualize the location of every metropolitan warehouse listed in the Directory.

As a supplementary service to national distributors and to the warehouse industry itself, *Distribution and Warehousing* plans to print large-size copies of this New York metropolitan district map. The enlarged copy will be approximately three feet high and two feet wide, on good bond paper of lasting quality. These maps will be sold for \$1 each and should be invaluable to the executive sending either merchandise or household goods into the New York territory.

The insertion of this New York map in the 1928 Directory, and the printing of it in large form for sale, are an experiment. If the idea as it develops meets with popular approval on the part of manufacturers and warehousemen, it will be the purpose of *Distribution and Warehousing* to add other maps in the annual Directory in the years to come—Chicago, Philadelphia, Boston, Cleveland, Detroit, San Francisco, Los Angeles, Denver, New Orleans, Washington and cities of lesser size—until eventually the larger cities in the entire country, together with Canada, are represented. It will be possible to retain the master plate of each city map and to make the necessary changes from year to year to accommodate the warehouse industry's expansion.



# Public Warehousing and Economic Distribution

## Number 31

### Choosing Cities for Spot Stocks

By H. A. HARING

THE spot stock may be held either in private storage as an integral part of the manufacturer's branch agency or it may be with a public warehouse. There are also such modifications of holding goods close to the market as consignment shipping to a broker or stocking with a jobber on long datings or under the consignment contract, both these modifications of warehousing being often adopted for the sake of side-stepping the costs of legitimate warehousing or with the idea of shouldering off onto another the expense of handling a stock of goods and giving it storage room.

Whatever the method, the purpose is always the same. The distributor holds a stock of goods near the prospective market in order to supply customers promptly. In spite of all the clever methods known to sales managers the United States and Canada are too large an area for factory shipments to serve all places equally well. Manu-

facturers, therefore, have been compelled to spot stocks at strategic centers. Thus do they endeavor to minimize the handicaps of distance and transportation delays. Thus do they fill the host of small orders so quickly that the flush of consumer demand shall not pass unfilled.

If this demand has been created by advertising, the manufacturer's ability to supply the goods instantly will save much of the newly created demand which might be lost if the goods be not quickly forthcoming. Customers these days want *what* they want and they insist that it shall be on hand *when* they want it. If one maker does not provide it, some competitor does; and the advertising and sales effort of the first manufacturer become a total loss.

Keeping a stock of goods at each market may determine whether a district makes or losses money for the manufacturer.

#### Common Sense Procedure

SO fundamental is this truth in marketing that important newspapers will even refuse to publish campaigns of advertising until they have an assurance that stocks of goods are spotted in advance of demand for the purpose of supplying that demand when created. The newspapers believe that advertising is an investment, not a speculation, and they do not propose that a distant manufacturer shall sacrifice an investment. Every month instances come to common knowledge in the advertising profession where newspapers telegraph to distant manufacturers urging that they cancel their advertising because a "slip" has occurred between selling and advertising by reason of which the goods are not available in the area covered by the advertising. The policy of newspapers of this type is, by one of the Chicago papers, expressed in this sentence:

"It is a waste of money to advertise a product naturally distributed through the retail and jobbing trade—until that trade has been supplied with merchandise to take care of the consumer demand when created."

This is the 1927 theory of advertising. The old theory was that advertising

was such a wonderful power that it forced people to demand a certain product from the retailer; that they clamored so loudly that the retailer was compelled to demand it from the jobber; and that retailers called so insistently for it and in such numbers that the jobber eventually stocked it from the manufacturer.

The temper of today, however, is "do it in a minute or else forget it!" When an advertisement tempts a consumer to ask for a new product rather than the one he has been using, a sale results if—but only if—the retailer is able to support the new. If he says "I'll have to order it," the customer buys something else.

The old theory had two very weak links in the chain of confidence that advertising is all-powerful. In the first place, the advertising manufacturer frequently went "broke" before the long route from customer to retailer to jobber to manufacturer was completed, and the equally long return route with the goods, and finally the cash began to flow over the same route to the manufacturer to compensate him for his great advertising outlay. And, in the second place, by the time the product reached the retailer the customer had forgotten his

original request for it and was already using a substitute.

Manufacturers, accordingly, in order to hold their trade territory, have been obliged to spot stocks of goods in all commercial and distributing centers.

Only thus is the advertising dollar justified and the salesman's effort supported.

Competition of today takes into account delivery quite as much as "getting the order."

In the expedited delivery of goods to the consumer, which has come within the past ten years and which has made possible our nervous small-lot buying, the greatest single improvement has come not from the much lauded better transportation, but from the device of spotting stocks nearer the market.

Goods are stored in bulk, at strategic rate-breaking points, in readiness for quick distribution. Time and distance have been eliminated. Manufacturers ship the goods and hold them in spot stocks, months before customers require them, and for precisely the same reason that gangs of men go into the woods of Maine and Michigan in early November to cut spruce trees in trainload quantities: Christmas is coming and Christmas trees will be wanted.

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So the manufacturer of every product knows that demand is ahead but that if he is a week late in delivering his wares he might as well not have made them.

Merchants and manufacturers alike know that there is no profit in goods until they are sold. Their money comes from what they sell, not from what they retain in stock. Hence the test of every business has come to be the quickness with which it delivers goods to the next owner, and, in this rapid circulation of goods, spot stocks have come into an importance unknown ten years ago, or seven years ago.

Spot stock, too, is nothing in the world but common sense. The variety of merchandise has become so great, for nearly every demand, that the customer acts much as he does with a daily paper. At a certain hour he wants it badly; but six hours later would not touch it under any circumstances. Either he has outlived the want or has "bought another."

Unless goods are spotted close to the market, for quick delivery when wanted, either the want is outlived or is supplied with a competitor's wares.

Except for a very limited range of manufactured goods, in the United States and Canada, the manufacturer who does not maintain spot stocks is not able to maintain his dominance of the market.

## The "State-Line" Fallacy

**I**N choosing cities for spot stocks, a first requirement is that State lines (or Province lines) must be largely "forgotten." The boundaries of our States, even the corporate limits of our cities, are for political purposes. They relate to government; often their "why and wherefore" lies back in local history. They do not control business. Commerce—and that means the demand for your goods—can not be started and stopped by surveyors' marks.

In a political way, the United States is a group of States; Canada, of Provinces. Economically, and for the business distribution of goods, both countries are groups of markets. A market is a zone in which buying centers. It has little to do with State lines.

Wheeling dominates everything within a certain section of Ohio; Cincinnati does the same for a portion of Kentucky; Evansville for another portion of the same State; Kansas City is more important to a part of Kansas than any spot in Kansas; El Paso is the key to a large section of New Mexico; New York dominates western Connecticut more than any New England city, as it does also a section of northern New Jersey. The examples are endless.

Nor is a marketing zone the same for every product. Pittsburgh, for food and drugs, dominates a near-by radius, but

Youngstown and Akron and Columbus and Wheeling cut into this zone before it extends 100 miles, while Cleveland and Cincinnati cut in more severely as the distance grows. Pittsburgh, for machine and mill supplies and for coal mining equipment, is the marketing center for a greater radius, one that may be as much as 500 miles. Pittsburgh, in yet another way, for steel and steel products, dominates the country.

Pittsburgh is an extreme example. Yet it is not alone. New York dominates the country in financial matters; Chicago, in grain and packed meat; Schenectady, in electrical equipment; Minneapolis, in flour; Troy, in collars; Baltimore, in canned vegetables; Wichita, in broom corn; a little-known town in Iowa, in pop-corn; and so on.

State lines, however, disappear entirely when one thinks of markets—be those the markets of daily buying, of weekly or monthly shopping trips, of industrial supply centers, of mail-order distribution, or of the center of a major industry.

Transportation facilities are more vital, in determining where to spot a stock to control a marketing zone, than State lines. In fact, transportation is all-important; political boundaries, nothing.

The usual radius of jobbing distribution, for the particular product at each market, is an important factor—a grocery product requires more spot stocks with some 3000 wholesalers in the American market than cotton-mill machinery. In this way Boston may be a sufficient spot stock center for a wide area for some goods while for many others spot stocks will be found wise at Portland, Hartford and Providence and for yet other products six to ten additional spots may be required.

Any concern selling nationally must learn to think more of the "United Markets of America" than of the "United States of America"—for the reason that the country is a group of markets, each centering about some city. The number of cities, and therefore the number of zoned markets for any product, will differ from others, but for each central city a spot stock is essential for market coverage.

Ordinarily, for marketing purposes, the country is divided into about 13 major zones, with about 70 city marketing centers; but for jobbing distribution the Government has set up 183 so-called "jobbing centers for groceries and like products" with 379 "trading centers" for a more detailed covering of the entire country.

State lines are disregarded. As a matter of convenience, in the past, these boundaries have served. This convenience has become rather habitual because all census data are by law com-

piled according to political, not commercial, divisions.

As a matter of fact, many of the original State boundaries were geographical features such as lakes, rivers and mountains—each exerting influence on the business development of adjacent territory. The result is that many of the major marketing centers of today lie on these lakes or rivers, on the boundaries of two States, thus serving advantageously two States rather than the single one in which situated.

Business has been slow to cast aside the geography lessons of school days. Salesmen's territories and agency districts have been laid out on the basis of State boundaries—a division both illogical and tremendously wasteful. Such a method is the easiest way. For that reason it has persisted in spite of its ridiculously poor results. It is, of course, simple. It is delightfully easy to assign to one salesman or one agency the State of Ohio. This means, in the first place, that all correspondence and orders originating in that State automatically bring that salesman to mind. It means that all records of Ohio for marketing can be compiled, with ridiculous ease, from that salesman's customers; or that the salesman's customers can be quickly listed by scheduling all Ohio accounts.

This is the curse of State boundaries. Too often the task of making out territories is nothing more than taking a map of the country and drawing a red line around certain States or groups of States, inserting therein a salesman's name—and considering the plan perfect. A method of this sort deserves no commendation and cannot be expected to bring economical selling or best distribution.

Transportation facilities and transportation costs are the principal features in the distribution of goods. They also control the area of a branch office. One of the simplest methods to determine trading areas of the cities, for a person not personally familiar with the district, is to get from each daily paper published in that city its maps and data of "circulation coverage" and then match these maps against the geography. As density of circulation drops with growing distance from the city, it usually occurs that "circulation coverage" of another city will begin to increase, this being sure indication that the marketing zone of another center is approaching.

For each marketing center, three trading areas are found: (1) the area wherein that city can make deliveries more economically than any other city, because it lies within the "greater city" with its network of transportation and trucking; (2) a wider circle, within which subordinate trading centers have each their local control of cheapest and

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quickest distribution, where the major city loses its advantage for staples but still can compete for goods with a "style" element and for specialties and for equipment; (3) a much wider area, coming close to the next marketing center of major size, wherein competition is a contest of markets for goods whose volume and profit margins permit absorption of excess costs by the seller.

The first area is the smallest of the three. In the older theory of distribution, it was conceived that all three of these areas were one and the same. That idea was on a parity with the older theory of advertising, namely, that "copy" would create such strong desire for the goods that customers would demand and keep demanding the article by name. So far as marketing was then concerned, the manufacturer thought of a great area as belonging to each of the twenty or so big cities, the only difference to customers being that some of them would have to wait more days for delivery of orders than would others.

Today both theories are exploded. The most distant customer expects 24-hour delivery. If it is not provided, he looks elsewhere for supplies.

As a result, jobbing houses are multiplying in all trades. The jobber, be it remembered, renders his principal service by having a spot stock of the goods. The jobber does for the manufacturer exactly the same thing that a spot stock in warehouse or branch does: supplies a lot of the goods for quick delivery.

We have, as illustration, 183 "jobbing centers" for groceries. But we have, at the same time, grocery jobbers in 2303 cities of the United States alone. This means that for every "center"—and there are 183 of these—grocery jobbers do business in 12 or 13 surrounding, and smaller, cities. Each grocery jobber means a spot stock of groceries.

Nor are these jobbers themselves able to exist without manufacturers' spot stocks close at hand to replenish their own lofts. Carload buyers are few among them, even for such staples as sugar and flour, canned goods and cereals. They, too, want broken lots; more practically, they want the carload rate for less-than-carload lots—which means pool-car shipments, if the groceries come from the factory, or delivery from spot stock of the manufacturer.

## What Is Your Trading Area?

NO one can set down a rule for this question: "What is my trading area?" or for the companion question: "What cities are needed for my spot stocks?"

Each manufacturer must decide for himself. And, however well he decides, he will face a revision of his answer in six months and about twice a year forever afterward. If he is slipping in

the national market, he can cut down the number of spot stocks from year to year; but if he is gaining headway, the number is certain to increase.

Grocery products and automotive supplies are so generally used that the answer is easier to formulate than for specialties. For another matter, so many concerns are distributing in these trades that one manufacturer can benefit by a study of spot stock locations of competitors with more experience. In gaging this matter, it is well not to overlook the fact that spot stocks are of several sorts: warehouse, branch agency, consignment, jobber, commission broker, etc. All, regardless of nature, are available to supply the trade. All enter the competitive selling of the goods.

With the tire makers, as another matter, a great change has come in the past two years. Each finds spot stocks

## A Suggestion to the Warehouseman

IT will repay public storage executives to place these articles by Mr. Haring in the hands of shippers who comprise the present patrons and potential customers of the warehouses.

At only nominal cost reprints are available for distribution to shippers on your list. A line to the business manager, A. K. Murray, will bring you details as to the prices.

Many of your competitors are building business in just that way with these reprinted Haring texts.

more and more necessary in the desire to accomplish 100 per cent market distribution, the whole matter being severely complicated by the many price changes for tires. Dealers, retail and jobbing alike, work to death all the tricks of "buying at a protected price" when the market is advancing. They have imposed terribly on the makers in their claims "for allowance for stock on hand" when prices recede. In addition, therefore, to all the ordinary reasons for manufacturers' spot stock, the tire makers encourage dealers to carry minimum stocks but to replenish often from convenient manufacturers' warehouse stocks.

In this way, one tire maker has developed from 22 to about 165 spot stocks in the United States alone, with 8 in Canada; another reports "about 260 stocks in warehouses and agencies and growing every month"; another declares "every city that can use a carload of pooled shipments a week, or about five

a month, we investigate with the idea of making it a point for spot stocks of our tires."

And, for this last quotation, the purpose is this: "Any city that uses a carload a week is promising ground for our district manager. When our line reaches that point in local popularity, the hour has struck to work that city intensively. We put a man there, exclusively for that city. With spot stocks to back up his work, he ought to bring in double the volume in three months."

"Double the volume in three months!"—jump sales of tires from one carload a week to two by having a "spot salesman" plus a "spot stock" in the market! Can there be stronger evidence of the value of spot stocks?

With other products, the nature of the business must control. Few manufacturers require spot stocks at such unknown points as the makers of deep wells and their supplies—for salt works, for irrigation pumping, for mine work, for drainage projects, for oil and gas drilling. The whole field of coal and copper mining, oil wells and oil refining, lumbering and canning—with many others—gives cause for spot stocks in cities where other manufacturers have not a customer.

The copper mines near Bingham, Utah, put into the warehouses of Ogden and Salt Lake City many items of equipment and supplies to be found at very few cities; the peculiarities of Great Lakes navigation throw into Duluth warehouses items hardly known elsewhere; the surprising consumption of rope in Arizona produces spot stocks of rope in little-known corners of that State, whereas in New York State rope in public warehouses is a very minor commodity. Boston has spot stocks of fish nets that are out of the question for Denver, or even for Hartford; Portland, until two years ago, saw "always four carloads and sometimes ten" of proprietary bottles "for emergency delivery when the railroads had a tie-up" for the purpose of "saving our customer" from buying from a competitor who also stored in the same city the same glassware commodity. Today, however, the "customer" has moved his factory to a New Jersey city; the same two bottle manufacturers today spot stocks within half an hour of the new factory location.

One manufacturer of coal mine equipment, until 1924, maintained 9 spot stocks of standard machines and repair parts within the central competitive field of soft coal mining: Illinois, Indiana, Ohio and Western Pennsylvania. With the downfall of mining in that "field" since March, 1924, all demand for mine equipment has withered into nothingness for the first three States named. The mines are idle; most of them bankrupt;



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hundreds have been abandoned altogether. For spot stocks no excuse remains. The nine stocks are, as one would anticipate, reduced to a single one in Pittsburgh.

Illustrations of these sort indicate how spot stocks ebb and flow with the market. There is quite as much likelihood of closing out a spot stock as of establishing a new one, to accommodate distribution to the changing demand.

## Some Points to Weigh

**A** FEW crucial questions help to determine trading areas, for a particular product, and the companion problem of "What cities are needed for my spot stocks?"

As to trading area centering at a given city, it is important to know:

1. Number of present customers:
  - a. direct retailers.
  - b. retailers through jobbers, etc.
  - c. jobbers, etc.
  - d. chain, mail-order, department stores, etc.
  - e. mills, mines, factories, utilities, etc.
2. Number of potential customers:
  - a. direct retailers.
  - b. retailers through jobbers, etc.
  - c. jobbers, etc.
  - d. chain, mail-order, department stores, etc.
  - e. mills, mines, factories, utilities, etc.
3. Volume of sales at present.
4. Volume of potential sales.
5. Frequency of salesmen's calls.
6. Will more intense selling yield profitable increase?
7. Increase in volume by reason of quicker delivery from spot stocks?
8. Will a spot stock give us more volume in the long-profit items of our line? Or, are we now getting the cream of the local volume?
9. Will a spot stock merely throw to us bigger volume of the high-competition items of our line (the low-profit items)? Or, can we use a spot stock to induce dealers to carry the whole line we make instead of merely the few fast-sellers?

Of these questions, the final three are the most important.

The purpose of doing business is to earn profits. Increase of volume does not necessarily connote greater net earnings. These three questions conceal the secret of many a spot stock.

Spot stocks bring better delivery service. When the salesman can offer 24-hour delivery with an assurance that he is not over-promising he is in much better position with the buyer than when he knows that a three-day package car service is the best thing available and when he knows that the buyer has had innumerable sad experiences with that very service.

With 24-hour delivery to support his

selling, the manufacturer can preach the gospel of smaller stocks (for jobbers, retailers, mills, factories, etc.) and by so doing make his product attractive as no competitor can do unless he also uses spot stocks.

State lines, as boundaries for marketing, are discarded by up-to-date distributors. Yet there is, for any national distributor, one phase of the State boundary that enters every question of spot stock. That relates to the troublesome matter of the "foreign corporation laws" of the State where a stock is to be maintained. If the manufacturer already has "qualified to do business" within that State, no complication arises; but if, until that time, neither branch agency or manufacturing plant nor warehouse stock has been operated within the new State, it is highly vital to look into the question of legal liabilities that may follow breaking into the State with a spot stock.

The questions to be considered may be thus grouped:

1. Will maintenance of a spot stock render our company liable to compliance with the "foreign corporation laws" of another State?
  2. What is the law of this State?
  3. Is it a State where the law is enforced? Or is it a dead-letter?
  4. Is our company already "qualified to do business" in this State?
  5. What is the penalty for failure to comply with the law?
    - Penalties for the company?
    - Penalties for its officers?
    - Penalties for our State representatives?
  6. Does failure to comply invalidate our contracts within the State?
    - Are they wholly void?
    - Are they still valid?
    - Can they be rendered valid, after the act, by later compliance?
    - What is the additional cost of compliance after the act?
  7. What agency appointments are required within the State?
    - Cost of same?
  8. What is the initial cost of "qualifying to do business?"
    - Filing fees?
    - Initial tax?
    - Is the application simple or troublesome?
  - Must we disclose embarrassing information about our company?
  - Must we subscribe to anti-trust laws?
  - Will this bother us?
9. What is the annual cost of "qualifying to do business?"
  - Annual filing fees?
  - Annual franchise levy?
  - Annual corporation tax?
  - Has the State a local "income tax?"
  - What will this cost our company?
  - Is the income tax report simple or searching?

Is the annual report simple or will it require embarrassing information? Will it be troublesome to prepare?

10. Shall we "qualify" our parent company? Incorporate a local subsidiary within the State? Or, shall we distribute from some adjacent State and keep within "interstate commerce" protection?

These questions as to the "foreign corporation laws" should not be disregarded. Sooner or later every corporation must face them. They are, however, in the same category as "credit information" as to customers: better face them in advance of trouble and use them as guides for accepting accounts rather than as explanations for "sour grapes."

## Winter Syrup Storage.

Cane syrup may be stored in large tanks in Federally-licensed warehouses during fall and winter months without refrigeration so long as temperatures remain sufficiently low, according to a decision just made by the Division of Warehousing, Bureau of Agricultural Economics, the chief of the Division, H. S. Yohe, announced in Washington on Sept. 2.

Previously the storage of syrup in tanks has been permitted only when refrigeration was applied at once. The new ruling will effect a saving of about 4½ to 5 cents per gallon to farmers by the elimination of extra charges.

The change was made as a result of an experimental storing of syrup last year in the tanks of a licensed syrup warehouse man at Cario, Ga. Mr. Yohe and F. M. Crout, recently inspected the syrup in the tanks and found the quality and condition of the syrup, to which refrigeration was applied only in the warmer months, such as to warrant a revision of the old requirement.

The new ruling provides that syrup when properly inspected, may be placed in tanks and left there for licensed inspectors to determine when refrigeration should be applied. In no event must refrigeration be applied later than March 1, it was decided, and when refrigeration has been once applied, it must be applied continuously thereafter.

## Burgeson Again on Los Angeles Board

Henry M. Burgeson, secretary and manager of the Wilshire Fireproof Storage Co., Los Angeles, has been re-appointed to the Los Angeles Board of Public Utilities. He was first named on the board in November of last year. Mr. Burgeson is president of the Pacific Coast Furniture Warehousemen's Association and has twice served as president of the Western Avenue Business Association of Los Angeles.

H. A. Haring's

# New Business for Warehouses

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## Storing Office Records Is a Field for Cultivation

VERY specialized type of warehousing is the storing of "dead" office records. Business of this kind is principally available in the larger cities, where office rentals are high and the cost of storing obsolete records correspondingly heavy. Business concerns groan over the excessive expense of keeping "dead" yet necessary papers, without seeing the very obvious recourse to a neighboring public warehouse; while the warehouse, with solicitors on the streets every day of the year, too often has not seen the opportunity to push for office records. It is but another instance of two concerns desiring the same thing, one to buy and the other to sell, but neither guessing of the existence of the other.

For the warehouseman, moreover, storage of office records is a type of business that may be handled either

in furniture warehouses or in merchandise houses—the chief requirements being:

1. Convenient location with reference to the commercial center of the city.

2. Rat and vermin protection, and, generally, a "clean" warehouse not only in first appearance but clean throughout so that valuable papers will not become unduly dusty or sooty or, on the other hand, damp or mouldy.

3. A warehouse divided into partitioned spaces (of about 200 square feet and upward into many thousands), with arrangements for the individual locks and for ready access to leased compartments during business hours of each day.

No warehouse can, of course, expect business of this type unless it is of modern construction; it is almost necessary that it be of the so-called "fireproof" design.

### The Need

A CHICAGO bank, within the Loop district, has recently erected a warehouse adjoining the bank for storage of old records. A railroad in a southern city has completed a six-story building to accommodate papers and documents that had become so bulky as seriously to encroach on office working space. The Federal Reserve Bank buildings, in all cities, have made most elaborate provision for housing their records.

Go into any office you will, in a big city, and you will find the "filing room" cramped and crowded. Its overflow will be seen in cabinets reaching the ceiling along all the back entry-ways and hallways of the suite, sometimes coming forward into the lobby where callers cool their heels. Ask the office manager and you will learn that excess records are stowed away "up under the roof" or in dark and unrentable office rooms somewhere in the neighborhood.

As business has grown from personally owned and personally managed concerns, where the owner-proprietor "carried the records under his hat," to the modern corporation that is managed by employed officers, the need of written records has grown apace. Into every sort of business the volume of written records has spread. All are of such value that no one dares destroy them, lest later they be wanted.

Added to all general reasons for preserving records has come our income tax system. This came in 1913. No business concern can safely throw away its records since that year, for the reason that any sale of real estate requires payment of income tax on the "profits of the sale," and the "cost of real estate" is, by Federal law, not the actual cost

but the value as it stood in 1913 when the income tax first was enacted. The same rule obtains with reference to sale of stock, as brought into the headlines by the sale of Ford Company stock, by the sale of the Dodge Motor Company and other cases. All "values" date as of 1913, with the "value" to be proved and supported by evidence dating prior to 1913.

A business company is "never safe if it destroys anything," because no one can know when a document will be sorely needed. Office records, furthermore, are not limited to books of account, canceled bank checks and other papers too essential for any one to discard. They include also letters, orders, invoices, inter-company communications, cost sheets and cost data, shop records, details of expenditure for repairs and replacements, the same for new buildings, paid freight bills, telephone and telegraph bills that may establish dates for messages, payroll records and time records to establish rates of pay or length of service of employees, records of garnishment or attachment or assignment of employees' pay or the company's own property, papers for all claims allowed to others, as also for all claims made upon others for the sake of proving or disproving secret rebates, details of inventory and of sales—the list is endless. Supporting papers, for these lists, may "be anything, down even to envelopes for incoming mail," as one executive has stated it.

Ordinarily the statutes of limitation would make it safe to destroy business papers after the appropriate number of years, differing with the States; but today, with our income tax system and with the interdependence of one trans-

action upon many others, the time never seems to come when a responsible officer will authorize destruction of records.

So very vital is this matter of destruction that many corporations designate one officer to "have general supervision of the destruction of accounts, records and memoranda of this company." Corporations that are subject to governmental regulation are required to designate an officer for this task by resolution of the board of directors and to file the resolution with the proper government department. For destruction of another class of records, corporations appoint a "cremation committee." Such a committee acts in conjunction with the bank that is trustee for mortgages or stock certificates to destroy paid coupons on bonds, canceled stock certificates, retired securities, notes paid, mortgages satisfied, etc.

A complete record is then kept of what has been destroyed. The officer, or the cremation committee, then files with the board of directors not only this report but also a sworn statement to "certify that no accounts, records or memoranda, other than those named, have been destroyed."

Such care with office records was unknown to ordinary business concerns in 1913. It was unknown even to railroads and semi-public corporations a few years before that year. Today the most circumspect attention is given, by big corporations, to every detail of protection.

It follows that the more records to be preserved, the larger the spaces required to store them. Records, too, that are worth saving must be protected from chance destruction.

They require fireproof storage space,

reasonably clean and surely vermin-proof.

#### Public Utilities

**B**ANKS, insurance companies, railroads, telephone and telegraph companies, express companies, gas and electric and trolley companies, steamship lines, stock brokers and stock exchange houses, pipe line companies, in some States real estate agents, manufacturers of tobacco or liquors or oleomargarine or proprietaries, meat packers, exporters and importers—others, too, no doubt—rest under an additional obligation to preserve their records.

For such it is the law:

"Any person who shall willfully make any false entry in the accounts of any book of account or in any record or memorandum . . . or who shall willfully destroy, mutilate, alter, or by any other means or device falsify the record of any such account . . . shall be subject to a fine of not less than one thousand dollars nor more than five thousand dollars or imprisonment for a term not less than one year nor more than three years, or both such fine and imprisonment . . ."

The penalty varies, of course.

Should accidental destruction come through "fire, flood or other calamity," the corporation must at once file "a statement listing as far as may be possible the records destroyed and detailing the circumstances in connection with the fire or other calamity."

The State and Federal commissions that sit over public utility companies issue elaborate "Regulations to govern the destruction of records" for all other corporations that come under regulation.

The corporation is given no option as to certain records. It is obliged "to retain permanently" all such records as: minute books of stockholders' and directors' and committees' meetings, file copies of all code and cipher books, capital stock ledgers, stub record of capital stock certificates issued and cancelled (but not either the stubs or the retired certificates), stock transfer registers, similar records for bonds and other securities, all general books of accounts, auxiliary ledgers and indexes thereto, balance sheets of general ledgers, trial balance sheets of general and auxiliary ledgers, journals, general and auxiliary cash books, general journal entries and supporting papers therefor, all contracts and leases, deeds and similar documents, copies of all schedules and returns to taxing authorities, records of all appeals from tax assessments, tax bills, register of voucher payments, paid and cancelled vouchers and the record and index for the same, all records pertaining to cost of plants, inventory values, depreciations, all records relating to purchase of materials and supplies, including invoices for the same, all maps and plans and specifications and engineering studies of the property and all records as to fuel purchases and consumption.

This list might be extended almost at will. What has been given is some indication of the volume that must be kept forever.

Beyond records "permanently preserved" it is customary to set a time limit of six years "after discontinuation of the record," or "after cancellation of a tariff of rates," or "after settlement or rejection of claims and allowances" within which period destruction is forbidden. For railroads, as one example, the list of these records makes a printed book of 21 pages of small-font type, containing more than 1000 headings; for telephone companies the list is about 15 similar pages, with 600 to 700 headings.

Other records, of less permanent value, may be destroyed within three years; and, for a very restricted list, six months is prescribed for the utilities.

From all this one may gather some conception of the immense quantity of records that corporations are obliged to store somewhere.

#### Office Buildings Are Bulging

**W**HEN corporations erect office buildings, provision is made, of course, for storage of records precisely as for fuel and for office supplies. Fuel and supplies, however, are consumed from day to day. Although purchase is constantly adding fresh stock to the quantity on hand, consumption is just as steadily withdrawing from the store.

Not so with records. "Fresh filing cabinets go in but none come out"—the bulk on hand grows and grows.

However generous the architect's provisions for the "record rooms," the corporation finds itself cramped. Of yet greater importance is the fact that the value of floor space for office use is so great that what is used for record storage becomes a burden. As a rule corporations are expanding, and are requiring more and more space for offices; every hundred feet given to records reduces the available working accommodations by that extent.

One corporation found that workers were almost crowded from their desks; a building nearby was rented for storage, but within a year was condemned by the State Commission as being unfit for that purpose; another building, two blocks away, was taken over; and yet congestion seemed inescapable. As a final resort the corporation invested \$800,000 in a building "for the exclusive purpose of protecting old records."

This condition is not an isolated one. Space restrictions hamper nearly every firm with offices in a downtown location. Architects and builders are continually being called into consultation to care for the needs of expansion. Big city offices are growing, even in the face of staggering city rentals, computed, as they are, at a fabulous charge per year for each square foot occupied.

A logical outgrowth of this situation is to make a sharp distinction between "active" and "inactive or dead" records, giving space in the offices for material that will be needed within a year or two years and removing to storage places, with lower rentals, the inactive matter, where it may be reached when necessary but where it does not encroach upon costly working space.

The Federal Reserve Banks use what they call the "double period" method of filing. Each office file consists of four units of cases, piled vertically. The upper two rows of cases are devoted to current papers—correspondence, contracts, loans, accounts—whatever they may be. Last year's accumulation is transferred, at the end of the year, into the two lower rows of cases, still accessible to a clerk. At the end of the following year the two lower rows are taken into "record storage" and the two upper rows dropped into the lower cases. This rotation of active and inactive files continues indefinitely.

Such a "double period" plan brings a maximum of two years' records within reach of the filing clerk at all times. It cuts trips to the storage place to a minimum. It is unlikely that any reference will run back over two years, and therefore a very high percentage of searching is confined to the two active files.

A firm of New York lawyers is representative of another method of filing. This firm discovered that it is impracticable to file by years. It has worked out a plan of filing by "cases"; a "case" is ready to be filed into "old records" when it is completed. It may remain "active" for years, because law matters often consume long periods, and during all that time all papers pertaining to the litigation are needed. But, when a "case" is completed, everything pertaining to it is transferred—sometimes as much as a truckload for a single "case." The method, however, does clear the office of dead files. It may be followed by any concern that files according to "items" or "contract numbers" or "cases" or "claims" or any of those lengthy matters that so clog an office.

#### The Warehouse to the Rescue

**E**NOUGH has been written to show the need. It is a growing need.

Odd to say, so many corporations do not, even in their desperation for relief, seem to think of public warehouses for storage of records. Yet the warehouse can offer space at a rate one-fifth to one-sixth the cost of office rentals, with complete flexibility for expansion or contraction of accommodations. The public warehouse can offer every facility they need. The only weakness in the argument is that corporations so often do not know about the warehouse's conveniences.

Record storage offers, in short, to the warehouse a field for new business.

Accounts of this sort will "hold their space," irrespective of business conditions. Their occupancy will be permanent, seldom withdrawing and always tending to request more room. The corporation will provide its own filing cases, using such as they have adopted for standards in the office. The special problem of record storage is "how to file away and still keep readily available"—a problem for the corporation to solve. The warehouseman has no concern with it, because record storing is space rental.

(Concluded on page 39)



# Some Pointers on the Maintenance of a Fleet of Motor Trucks

*Lubrication, Up-Keep and Repair, Driver Responsibility,  
Inspection, Electrical Knowledge*

By PHILIP L. SNIFFIN

**M**AINTENANCE (the care a truck receives in operation) is the constant source of cost leaks in the delivery end of any warehouse business. And it is in this item of maintenance that small fleets of warehouse owners' trucks are most handicapped in comparison with big ones.

The larger warehouses and trucking companies can well afford the services of an experienced delivery superintendent with the detailed system necessary to in-

sure that each vehicle produces its maximum of mileage life. Smaller concerns have other things to think of, and by neglect their trucks require excessive repair costs and premature replacement.

Yet it is not so difficult to obtain the knowledge necessary to proper truck up-keep. The importance of lubrication, for example, and the methods of making provision for it are not hard to understand.

## *Lubrication*

**E**VEN the finest steel, polished up to a mirror finish, if placed under a strong microscope will show thousands of jagged points like the teeth of a saw. When two pieces are rubbed together these teeth lock with each other. They are ripped out, or twisted, and others are pulled into their places.

Something must be interposed between the surfaces to keep them from tearing each other to rack and ruin. And that something is oil.

Oil not only fills up the thousands of minute depressions, but it actually interposes a film between the two surfaces. The moving parts of an oiled machine do not rub against each other, but against sides of a thin film of oil which keeps the jagged teeth of steel from coming in contact with one another.

The molecules which compose oil are perfect globes. So, as a lubricant, oil not only has the advantage of being liquid and, therefore, flowing freely, but it practically places oil bearings between all moving parts and thus reduces friction to the minimum.

It is important, above all, to remember that oil actually wears out, and it is for this reason that the crankcase and transmission must be drained, cleaned and refilled at regular intervals.

When the truck is operating full time it is best to drain the crankcase regularly once a week. Transmissions should ordinarily be inspected at least once a month, and oil added if necessary. At yearly intervals it is well thoroughly to drain the transmission, wash out with kerosene or a hose, and refill.

## *Any Questions?*

**T**HIS is the ninth of Philip L. Sniffin's new series of articles dealing with motor vehicle equipment, etc., in the public warehouse industry. The author is an advisory motor truck engineer who is nationally recognized as an authority in his field. His tenth text will appear in an early issue.

"In order that this series of articles may be as helpful as possible," Mr. Sniffin suggests, "the writer believes there will be much of value on conducting an open forum of questions and answers, and he will be glad to answer, either personally or by mail, or in the columns of *Distribution and Warehousing*, any questions that are submitted relative to the operation of motor trucks."

## *Up-Keep and Repair*

**M**ANY warehouse owners fail to consider the problem of truck upkeep from its most elementary point of view. The best explanation that can be given is a comparison with our daily lives.

We all know—or should know—that our personal health is largely a matter of resistance. Systematic eating, enough rest, and the right kind of food keep us in good physical condition, and a motor truck needs systematic lubrication, humane treatment and good

lubrication oil just as much as we need the things just mentioned.

We all take extra precautions against seasonal conditions. And a motor truck needs the same kind of care—a sort of readjustment and general tuning up to meet the different climatic conditions.

Most of us are pretty careful not to overwork ourselves or to attempt to carry more work than nature has provided us with facilities for shouldering. We need to keep within our bounds of capacity—and so does a motor truck. We can keep on overloading a motor truck just the same as we can keep on overloading ourselves with work—but sooner or later there's going to be a heavy doctor's bill, to say nothing of a protracted sojourn to the repair shop.

And if there comes a time when an emergency demands that we take on more work, we know—or, that is, we should know—that we have to take care of ourselves accordingly if we are to expect the wheels to keep on turning.

Then again, there's that element of good old common sense plus a certain knowledge of fundamentals. Now, the majority of people have at least a smattering of knowledge on the subject of physiology. If we know the preventatives of illness and apply them conscientiously we may avoid serious complications. And the same thing holds true if we know what to do when symptoms of illness appear. For instance, when we get a cut or bruise, we apply an antiseptic; or when we feel the symptoms of a slight cold, we prescribe a corrective for ourselves. But when something of a serious nature develops,

we know that it is far better to call in a physician or a specialist. The point is, however—and this applies to motor trucks, too—that we must know something about the physical make-up in order to be able to recognize symptoms, to know whether they represent small or serious troubles, and to take care of them if they are small ones.

Doesn't it seem, therefore, that every man who is entrusted with the care of a motor truck, representing a financial investment, should learn at least the fundamentals of its operation?

#### *The Driver's Responsibility*

**T**HIS brings us to the subject of driver selection and education. It is not uncommon for the repair bills to be in direct ratio to the number of different people who drive the same truck. Much money can be saved by proper handling, and that is why the beginner and extra driver are apt to injure the engine and chassis within a very short time.

Driver "turnover" should be minimized as far as possible, and care should be taken not to let an inexperienced driver have charge of a machine.

Driving, to the experienced truck driver, resolves itself into a series of movements which to him have become mechanical. One might say that driving to him is a habit and the operations of accelerating and gear shifting and braking at the proper times are accompanied by little actual thinking. Practice at the wheel, and above all adherence to every rule promoting safety, have made him a good driver. It is characteristic of the good driver that he is careful. He drives slowly compared with the beginner; he drives down steep grades in second or first speed; he turns slowly; he starts and stops gradually. All of the things that the experienced driver does are good for him, good for the other users of the road and good for the mechanism of the truck.

Driving up and down grades is, to the experienced driver, no more trouble than driving along a level stretch. There is no need to burn brake lining unnecessarily when going down grade. As a matter of fact, many grades do not require the use of brakes at all, although most drivers use them.

There are two forms of resistance which can be put into use to retard the motion of a truck—the brakes, and the engine—when the latter is not firing.

The greater the engine speed when the engine is not firing, the greater the resistance it offers, so that if the gears are in second speed the car will roll down a hill slower than in high. In first speed the speed will be slower than in second.

The brakes should not be used on long grades unless the truck travels too fast in first speed. Then brakes may be called on merely as auxiliaries.

#### *A Good Driver Bulletin*

**A**N effective way to impress important points on drivers is through the use of typewritten bulletins posted in the garage. The following is the copy which appears in a bulletin used in this

way by one company. It is entitled, "Points Worth Remembering."

"1. Use all gears in starting. Slip the clutch only when necessary to make a smooth start, as this often causes burned out or glazed clutch discs.

"2. Shift gears to lower speed when driving slowly in traffic. When traveling through sand, use the highest gear possible and keep the truck rolling, but do not permit the engine to knock.

"3. Do not wait until the engine knocks before shifting to a lower speed. When climbing a grade, shift to a lower gear as soon as the engine gives the slightest indication of laboring.

"4. When descending steep hills use the engine as a brake. Avoid heating of brakes on long descents by applying hand and foot brakes alternately.

"5. If the accelerator is used, set the throttle lever to give just enough opening to prevent stalling motor if the foot is moved from the pedal for braking.

"6. Remember that spinning wheels do not give traction. In attempting to drive in mud or slippery spots, wheels should revolve slowly, as this increases traction. Apply stones or planks around rear wheels to obtain traction in getting out of holes.

"7. Immediately after turning off ignition switch in stopping, it is helpful to open the throttle wide so that the momentum of the engine, as it slows down, will draw full shares of gas into the cylinders to enable easy starting.

"8. If engine becomes overheated, turn it off immediately or serious damage may result. Allow it to cool and add warm (not cold) water before proceeding. Never pour cold water directly into a hot motor, as this often causes the cylinder walls to crack or warp."

#### *Inspections Once a Month*

**O**NCE a month is the interval generally agreed upon by motor truck authorities for minute inspection of equipment. Whether there is any indication of trouble or not, every detail of the truck's mechanism should be gone over carefully by an expert, with the aid of a chart if necessary.

The chart which guides the mechanics in the rigid monthly inspection should have every item and part of the truck listed, and they should be arranged in logical sequence. It should commence with the bumper, hood, cover, starting crank, compression, pistons, and so on down the line to the license bracket and tail light, so that the inspector beginning at the front end of the truck may examine every part in order without retracing a step. This arrangement makes for speed in inspection, without detracting from thoroughness.

The truck owner who operates his own motor truck repair shop should make sure that his supply department orders only the genuine manufacturers' parts when replacements are to be made. It is a strong temptation to use imitation or so-called "pirate parts" which are on the market and which are obtainable usually at lower cost than the genuine parts.

#### *The Electrical System*

**A** TRUCK owner does not necessarily have to be an electrician in order to understand the workings of the electrical part of his motor truck. And a little study applied to this will generally enable the operator to tell when the magneto, battery or other components are not functioning properly.

The electrical system of a motor truck may be compared with the plumbing in a modern house. Take, for instance, a house located in a city. The plumbing for such a house can readily be connected with local water supply. In the same way, if a motor truck was to be used in a stationary location it would be a simple matter to connect it to the local supply of current for lighting, starting and ignition.

But in a country house where there is no source of running water supply a pump and supply tank must be provided to convey the water from the well from which it is to be drawn. Just as water will not flow unless it is pushed, neither will electricity flow unless some means are provided to push it along the wire.

So, with this in mind, the pump in a country house may be likened to the generator on a motor truck, and the supply tank may be likened to the storage battery.

Again, in a country house, in order to prevent the water from flowing back through the pump to the well, a check valve must be provided which closes when the pump is stopped. Similarly, a circuit breaker or cut-out in a motor truck's wiring prevents the electricity, which has been pumped or charged in the storage battery, from flowing back into the generator when the engine is shut down.

Just as the water system in a house is generally provided with a meter to measure the water as it flows, so the wiring of a truck has an ammeter which registers the flow and shows just how much electricity is being pumped when the generator is running. This ammeter indicates also the amount of electricity that is drawn from the storage battery when the engine is stopped.

When the supply tank in a house is empty no water can be drawn from any of the faucets, and likewise when a truck's storage battery is completely exhausted no electricity is available.

One of the chief reasons why battery current is not depended on for truck ignition is because a battery may run down, just as a water tank may become empty, and it is necessary for a truck to have a supply of current for ignition which is absolutely reliable at all times. Consequently the truck is supplied with an independent source of electricity for ignition, only, furnished by an instrument known as a magneto, which will keep the engine running even if the battery were exhausted.

The supply of electricity for the ignition of the engine must have greater pressure than that supplied by the generator and storage battery for starting and lighting. The power in a gaso-

line engine is supplied by a series of explosions taking place in each cylinder in its proper time. Therefore we must have an apparatus that will cause these intermittent explosions to take place unfailingly and at the right moment. That is the function of the magneto.

The magneto supplies electricity in the form of a hot spark, just at the time when it is needed to set fire to the mixture of gasoline and air compressed in the cylinders of the engine. The power to drive the magneto is taken from the engine of the truck by means of gears. All magnetos have several permanent magnets which influence a winding in the form of a coil or armature in such a way as to produce electricity when the magneto is rotated.

When current is produced by the magneto it is necessary to increase the pressure in it so as to enable it to jump the gap in the spark plug. The means of increasing the pressure can be readily understood by comparing the flow of electricity with the flow of water.

A stream of water from an ordinary

garden hose, say one inch in diameter, will carry only a few feet. However, if we squeeze the end of the hose so that the stream is no thicker than a lead pencil, we find that we can throw this stream of water a considerable distance.

In a magneto we do very much the same thing. We take a large amount of electricity and suddenly shoot it through a long thin copper wire and thus get it up to the necessary pressure or voltage.

The magneto in order to deliver its current at the proper moment has a part commonly called a breaker. The function of this part is periodically to break or interrupt the flow of electricity. At the moment of passing through the breaker the electricity is transferred to the long, thin wire in the magneto known as the high tension winding. Finally it appears at the plug in the form of a spark.

The only function of the magneto is to supply electricity of a sufficient pressure or voltage to jump the gap of the spark plug, yet the magneto is often blamed when some defect in the wiring

or spark plugs is at fault. The present day magneto is a simple, hardworking instrument which will give good and lasting service if oiled regularly but sparingly at the bearings, kept clean, and then left alone.

#### Ask Your Questions

TO practically every user of a motor truck, problems arise which are new, and aside from anything in which he has had either training or experience. Profitable motor truck use demands that the owner have at least a limited knowledge of the mechanics of motor truck maintenance, perhaps just enough intelligently to supervise the drivers in their work and to answer questions which may come up from time to time.

In order that this series of articles may be as helpful as possible, the writer believes there will be much of value in conducting an open forum of questions and answers, and he will be glad to answer, either personally, by mail, or in the columns of *Distribution and Warehousing*, any questions that are submitted relative to the operation of motor trucks.

### New Motor Truck Models Are Announced by Manufacturers—

#### Ruggles 1½-Ton and Graham Brothers 1-Ton

THE Ruggles Motor Truck Co., Saginaw, Mich., announces its new Model 30, a 1½-2-ton vehicle "designed and built to meet the demand for a real up-to-the-minute six-cylinder truck of this capacity at a low price." The company's description follows:

"Ample power is supplied by the

Jacox steering gear, Zenith carburetor and Remy ignition are standard.

"The truck is equipped with 32 x 6 single heavy duty cord tires front and 32 x 6 dual heavy duty cord tires rear, with Van steel wheels.

"With the standard wheelbase of 160 in., there is a distance of 81½ in. from

the back of the cab to the center line of the rear axle, which makes an excellent balance for a 12-ft. body.

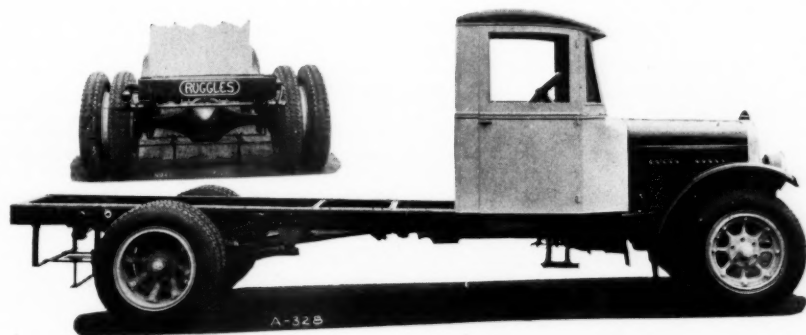
"The Model 30 is supplied as standard equipment with the Ruggles coupé cab, which was designed with the idea of embodying real driver comfort. Some of the features of the coupé cab include slanting, ventilating windshield, full-length doors, crank window regulators, with sliding rear window."

#### New Graham Line

GRAHAM BROTHERS, the truck division of Dodge Brothers, Inc., Detroit, have introduced a complete new line of models, the feature of which is a fast and powerful six cylinder, two-ton chassis available in three types. The announcement adds:

"A four forward speed transmission assures surplus pulling ability for emergencies and makes possible mod-

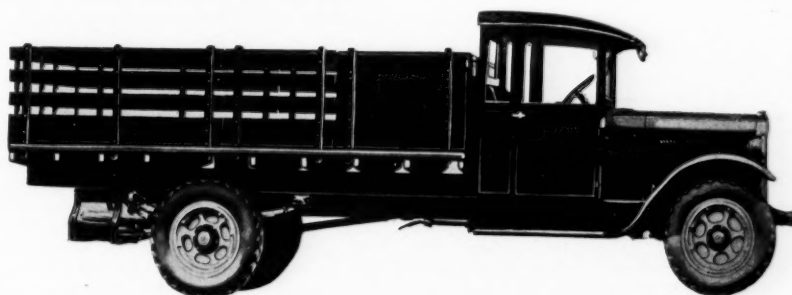
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Side and rear views of new six-cylinder 1½-ton vehicle announced by Ruggles Motor Truck Co.

Lycoring 3¼ x 4½ six-cylinder engine. This engine has a four bearing crank and full force feed lubrication. Cooling is by means of fan and centrifugal water pump circulation.

"The Brown-Lipe Model 31 transmission and clutch, Eaton No. 1504 semi-floating rear axle, are used. The standard final gear ratio is 6.37 to 1. The drive is through I-beam section radius rods. A frame of 9/32-in. stock, with a 5½-in. depth and 3¼-in. flange is used.



Graham Brothers' new six-cylinder two-ton chassis, which is available in three types



*Give Some Thought to*

# Your Out-of-Door Advertising and the Motorist

*There Is Science in Spotting the Signs to Catch the Travelers' Attention*

By WILLIS H. PARKER

THE pedestrian, as a species of the human race, is fast disappearing, according to the wags, who declare that everybody drives a car or rides in one. There is just enough truth in the alleged joke to warrant the warehouseman taking cognizance of the new species of the genus homo—the motorist—and arrange his out-of-door advertising to catch his attention.

In order to ascertain if there were any particular principles which might enable the warehouse and transfer man to present his message more effectively to motorists, the writer undertook an investigation covering several months and which included questioning motorists, both drivers and passengers, as to what they saw and how they saw it while traveling along the country roads at thirty-five or forty miles an hour, through the city streets at a lesser speed, and while in search of some particular business establishment.

Considering travel along the country roads, we found that the signs which generally are the most effective are

those so placed as to be visible to the motorists as they approach the city for the reason that the message is fresher in the minds of those who noted the signs and their contents as they approached nearer to the source of purchase. From this we may conclude that the warehouse and transfer man who wishes to get maximum effectiveness from his signs, should place them so as to face the incoming motorist and his party.

There may be some question as to this in regard to warehousing and distribution, as advertising this line of business is generally considered almost wholly institutional advertising—keeping the name of the firm and its service before the people all of the time, inasmuch as one cannot sell the service until the prospective customer is in a mood to move or to store his furniture or otherwise have property transported from one place to another, and even if the motorist saw the sign while approaching the city today, it might be several months ere he would be in the market for service.

THE majority of the drivers of automobiles declared that the signs they saw were usually those on the left side of the road, while the passengers saw those on the right side of the road, but even then there was a difference in the angle of vision of the two classes of automobile occupants. The driver's line of vision is supposed to be straight ahead, but actually it is somewhat to the left in as much as he must observe approaching motorists and notice the safety margin in passing.

The passengers, however, are not so restricted as to gaze and their angle of vision is wider, swinging from a line directly ahead of the car, around to a line at right angles with the car, without having to turn around in their seats.

A reference to the accompanying diagram (A) illustrates these two points. It will be seen that sign 4 is in a position to attract the attention of the driver while still at considerable distance away. The passengers, however, can notice signs 1, 2 and 3 and can keep any one of those signs in view from the time it first attracts attention until the car passes it.

The warehouseman must first consider which class of motorists he desires to reach—the drivers or the passengers. The majority of drivers are men and the majority of passengers are women folks. If he feels that the women folks

are the ones who, in the majority of cases, buy his service, he should place his signs on the right hand side of the road. If he would appeal to the men folks, and therefore the drivers of the cars, he should seek a left hand position.

In this connection, too, we must consider the length of the passage on the sign and the art work. As the driver of the car sees the sign while it is still some distance away from him, it is obvious that the lettering must be large and distinct. The message, therefore, should be short. Taking two boards the same size, that placed on the right side of the road may contain more words and more art work; for, since it may remain in the view of the passengers of the car for a longer time, there is sufficient time to permit the passengers to read a long message—providing the "make-up" of the sign is such as to attract attention while at considerable distance and hold that attention until the car passes it.

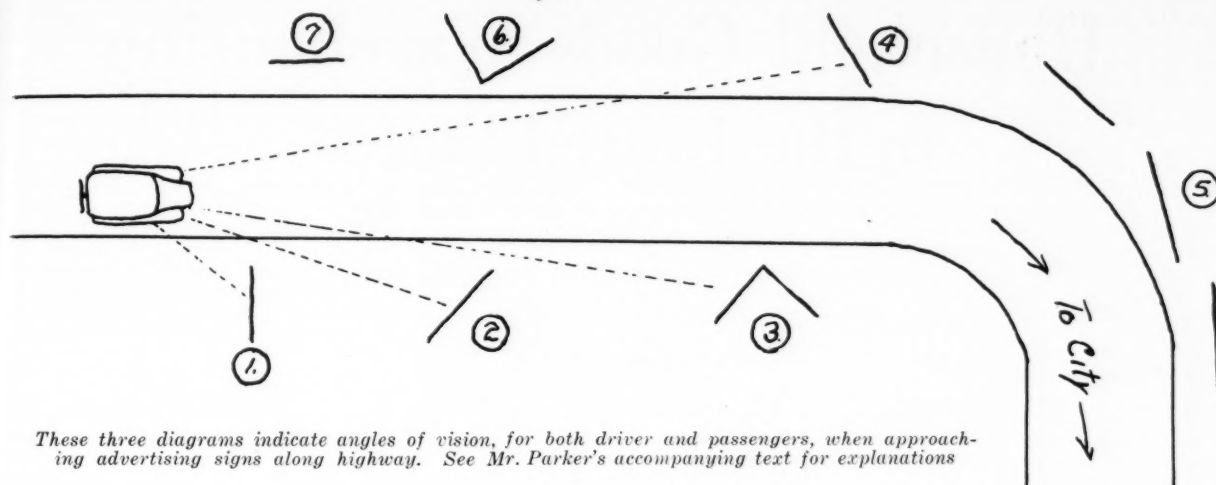
A trip along the roads will disclose several types of signs and methods of placing. There is no question but what the sign placed on an angle like that illustrated, on diagram A by figure 2 will attract more attention when the car is speeding along at thirty-five or forty miles an hour than one placed like sign 7, for it remains in the line of vision for a longer time. Sign 3 is a two-sided

affair, designed and placed so as to be visible to motorists coming either way—appealing to the passengers when the car is approaching the city and to the driver when the car is leaving the city. The same holds true with sign 6, except that the appeal is reversed.

George E. Turner, president of the Turner Moving & Storage Co., Denver, has several signs placed and constructed like sign 6. Mr. Turner's boards are taller than they are wide. The message is simple, consisting of seven words and the telephone number—"Turner Moves for Less. Why Pay More? Main 5200." From this arrangement it is evident that he strives to interest the driver of the incoming automobile and the passengers of the outgoing automobile. There is an advantage in this sort of sign, from a cost standpoint; for, while the amount of surface is twice as great, the ground rental is less than would be required for two signs placed at different points.

One would think that signs placed on a curve, such as sign 5, would be in an exceptionally good position. Undoubtedly the position is good, for usually there are several signs at such a point. Some authorities, however, feel that such placement offers too much competition, and, when several boards are vying for the attention of the automobile party, none of them gets ex-

Diagram A



These three diagrams indicate angles of vision, for both driver and passengers, when approaching advertising signs along highway. See Mr. Parker's accompanying text for explanations

Diagram B

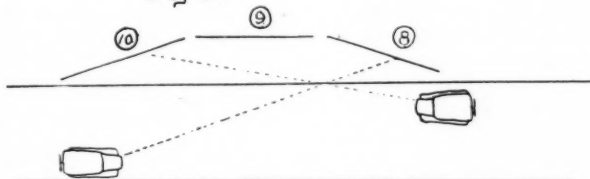
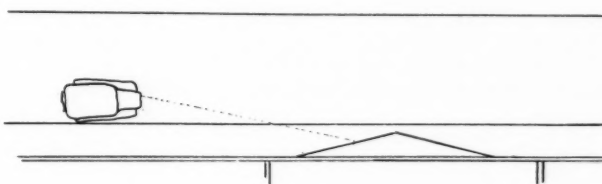


Diagram C



clusive attention, especially when the driver is mentally occupied with the problem of negotiating a curve at a high speed and the passengers are speculating on what the new road may produce in the way of scenery or interesting objects.

A sign placed as sign 1—at right angles to the road, is better than sign 2, in some respects, for it is a two-sided affair and can be seen coming and going; but it is not quite so good as sign 3 or sign 6 owing to the angle to the road it is placed upon.

One advertiser uses a peculiar method of presenting his message. He recognizes the inability of speeding motorists to grasp an entire message at one glance, so he has split up the message into individual words. On fence posts for a distance of some 150 yards he has placed two boards, at right angles with each other and placed one word upon each board—one board being visible when the car is traveling in one direction and the other visible from the opposite direction—and, as the motorist speeds along, he gets the message, one word at a time, as he passes each fence post, without much delay between each word.

When we come to boards in the city, we find that conditions are somewhat similar. The driver of the car notices the signs on his left, if he notices signs at all, while the passengers note those on their right. But the speed of the cars is not so great and there are times when the driver may increase his angle of vision to take in some of the signs

on his right or give more attention to those he notices on his left.

However, while the speed of the car in the city is slower than on the country roads, the traffic conditions are worse and it is doubtful whether the driver has more time to read signs in the city than he has in the country.

We are not so concerned as to which side of the street the sign is placed, for it is quite possible that even though the sign may not be in the driver's line of vision as he drives down town this morning, it will be when he returns in the evening. But a reference to diagram B indicates that, owing to the angle of vision on approaching the signs, those designated as signs 8 and 10 are more effective from the standpoint of the motorist than sign 9.

The sizes of the signs undoubtedly have a bearing upon their effectiveness. Because of the competition offered by large buildings and other sign boards, it is certain that the large board is more effective in the city than the small board.

In the country, authorities differ. Some work on the principle of flash registration of the message, which means that they strive to present the message to the prospect quickly and by the "eye-full," to use a coined expression. They feel that the eye can cover only a certain number of square feet in one glance and that if a short snappy message is contained in that small space, the eye can catch it.

The big board, however, has this advantage—it can be seen from a longer

distance away, remains in view longer; and it is quite probable that the motorist will notice it for a longer time and can get the message. It presents a flash message when the car is some distance away, attracts the attention by the flash, and forces the impression of the message by remaining in view for a longer time.

So much for the advertising signs.

We next have the problem of the commercial sign—that sign the warehouseman places on his building, over his office door, etc., to identify his establishment from those of others in his neighborhood.

The motorist, because of the attention his car requires while negotiating the traffic of city streets, hasn't as much time to "gawk" around and read the names of firms on doors, on windows, on buildings, as has the pedestrian.

Eliminating the electric sign, which usually is suspended vertically in front of the building and so placed as to face up and down the street, we will consider only the painted sign.

It has been customary to place a sign along the wall of the building, sometimes tilted out from the top a bit so as to be readable by the person on the sidewalk directly underneath.

This is fine for the pedestrian but doesn't do the motorist much good. The motorist prefers to identify the firm while still some distance away because that enables him to figure out his parking problem.

Some firms have split the long sign into two parts, and extended the segment—

(Concluded on page 39)

# Household Goods Warehousing in the United States\*

By CLARENCE A. ASPINWALL,  
President, Security Storage Co., Washington, D. C.

## Chapter XIX

(Concluded from the September issue)

### Uniform Warehouse Receipts Act

#### Part III

##### NEGOTIATION AND TRANSFER OF RECEIPTS

**SECTION 37.—Negotiation of Negotiable Receipts by Delivery:** A negotiable receipt may be negotiated by delivery:

(a) Where, by the terms of the receipt, the warehouseman undertakes to deliver the goods to the bearer, or,

(b) Where, by the terms of the receipt, the warehouseman undertakes to deliver the goods to the order of a specified person, and such person or a subsequent indorsee of the receipt has indorsed it in blank or to bearer.

Where, by the terms of a negotiable receipt, the goods are deliverable to bearer or where a negotiable receipt has been indorsed in blank or to bearer, any holder may indorse the same to himself or to any other specified person, and in such case the receipt shall thereafter be negotiated only by the indorsement of such indorsee.

**SEC. 38.—Negotiation of Negotiable Receipts by Indorsement:** A negotiable receipt may be negotiated by the indorsement of the person to whose order the goods are, by the terms of the receipt, deliverable. Such indorsement may be in blank, to bearer or to a specified person. If indorsed to a specified person, it may be again negotiated by the indorsement of such person in blank to bearer or to another specified person. Subsequent negotiation may be made in like manner.

**SEC. 39.—Transfer of Receipts:** A receipt which is not in such form that it can be negotiated by delivery may be transferred by the holder by delivery to a purchaser or donee.

A non-negotiable receipt cannot be negotiated, and the indorsement of such a receipt gives the transferee no additional right.

**SEC. 40.—Who May Negotiate a Receipt:** A negotiable receipt may be negotiated:

(a) By the owner thereof, or,

(b) By the person to whom the possession or custody of the receipt has been entrusted by the owner, if by the terms of the receipt, the warehouseman undertakes to deliver the goods to the order of the person whom the possession or custody of the receipt has been entrusted, or if at the time of such entrusting the receipt is in such form that it may be negotiated by delivery. (See *Dreul & Co. La.*, 205 Fed. 568.)

**SEC. 41.—Rights of Person to Whom a Receipt Has Been Negotiated:** A person to whom a negotiable receipt has been duly negotiated acquires thereby:

(a) Such title to the goods as the person negotiating the receipt to him had or had ability to convey to a purchaser in good faith for value, and also such title to the goods as the depositor or person to whose order the goods were to be delivered by the terms of the receipt had or had ability to convey to a purchaser in good faith for value, and,

(b) The direct obligation of the warehouseman to hold possession of the goods for him according to the terms of the receipt as fully as if the warehouseman had contracted directly with him.

**SEC. 42.—Rights of Person to Whom a Receipt Has Been Transferred:** A person to whom a receipt has been transferred but not negotiated, acquires thereby, as against the transferor, the title of the goods, subject to the terms of any agreement with the transferor.

If the receipt is non-negotiable such person also acquires the right to notify the warehouseman of the transfer to him of such receipt, and thereby to acquire the direct obligation of the warehouseman to hold possession of the goods for him according to the terms of the receipt.

Prior to the notification of the warehouseman by the transferor or transferee of a non-negotiable receipt, the title of the transferee to the goods and the right to acquire the obligation of

the warehouseman may be defeated by the levy of an attachment or execution upon the goods by a creditor of the transferor, or by a notification to the warehouseman by the transferor, or by a notification to the warehouseman by a subsequent purchaser from the transferor of a subsequent sale of the goods by the transferor.

**SEC. 43.—Transfer of Negotiable Receipt Without Indorsement:** Where a negotiable receipt is transferred for value by delivery, and the indorsement of the transferor is essential for negotiation, the transferee acquires a right against the transferor to compel him to indorse the receipt, unless a contrary intention appears. The negotiation shall take effect as of the time when the indorsement is actually made.

**SEC. 44.—Warranties on Sale of Receipt:** A person who for value negotiates or transfers a receipt by indorsement or delivery, including one who assigns for value a claim secured by a receipt, unless a contrary intention appears, warrants:

(a) That the receipt is genuine.

(b) That he has a legal right to negotiate or transfer it.

(c) That he has knowledge of no fact which would impair the validity or worth of the receipt, and,

(d) That he has a right to transfer the title to the goods and that the goods are merchantable or fit for a particular purpose whenever such warranties would have been implied, if the contract of the parties had been to transfer without a receipt the goods represented thereby.

**SEC. 45.—Indorser Not a Guarantor:** The indorsement of a receipt shall not make the indorser liable for any failure on the part of the warehouseman or previous indorsers of the receipt to fulfil their respective obligations.

**SEC. 46.—No Warranty Implied from Accepting Payment of a Debt:** A mortgagee, pledgee or holder for security of a receipt who in good faith demands or

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receives payment of the debt for which such receipt is security, whether from a party to a draft drawn for such debt or from any other person, shall not by so doing be deemed to represent or to warrant the genuineness of such receipt or the quantity or quality of the goods therein described.

SEC. 47.—*When Negotiation Not Impaired by Fraud, Mistake or Duress:* The validity of the negotiation of a receipt is not impaired by the fact that such negotiation was a breach of duty on the part of the person making the negotiation or by the fact that the owner of the receipt was induced by fraud, mistake or duress to entrust the possession or custody of the receipt to such person, if the person to whom the receipt was negotiated, or a person to whom the receipt was subsequently negotiated paid value therefor, without notice of the breach of duty, or fraud, mistake or duress.

SEC. 48.—*Subsequent Negotiation:* Where a person having sold, mortgaged, or pledged goods which are in a warehouse and for which a negotiable receipt has been issued, or having sold, mortgaged, or pledged the negotiable receipt representing such goods, continues in possession of the negotiable receipt, the subsequent negotiation thereof by that person under any sale, or other disposition thereof to any person receiving the same in good faith, for value and without notice of the previous sale, mortgage or pledge, shall have the same effect as if the first purchaser of the goods or receipt had expressly authorized the subsequent negotiation.

SEC. 49.—*Negotiation Defeats Vendor's Lien:* Where a negotiable receipt has been issued for goods no seller's lien or right of stoppage in transitu shall defeat the rights of any purchaser for value in good faith to whom such receipt has been negotiated, whether such negotiations be prior or subsequent to the notification to the warehouseman who issued such receipt of the seller's claim to a lien or right of stoppage in transitu. Nor shall the warehouseman be obliged to deliver or justified in delivering the goods to an unpaid seller unless the receipt is first surrendered for cancellation.

#### Part IV

##### CRIMINAL OFFENSES

SECTION 50.—*Issue of Receipt for Goods Not Received:* A warehouseman, or any officer, agent, or servant of a warehouseman, who issues or aids in issuing a receipt knowing that the goods for which such receipt is issued have not been actually received by such warehouseman, or are not under his actual control at the time of issuing such receipt, shall be guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding five years, or by a fine not exceeding five thousand dollars, or by both.

SEC. 51.—*Issue of Receipt Containing False Statement:* A warehouseman, or any officer, agent or servant of a warehouseman who fraudulently issues or

aids in fraudulently issuing a receipt for goods knowing that it contains any false statement, shall be guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding one year, or by a fine not exceeding one thousand dollars, or by both.

SEC. 52.—*Issue of Duplicate Receipts Not So Marked:* A warehouseman, or any officer, agent, or servant of a warehouseman, who issues or aids in issuing a duplicate or additional negotiable receipt for goods knowing that a former negotiable receipt for the same goods or any part of them is outstanding and uncanceled, without plainly placing upon the face thereof the word "Duplicate" except in the case of a lost or destroyed receipt after proceedings as provided for in Section 14, shall be guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding five years, or by a fine not exceeding five thousand dollars, or both. (Prior legislation providing a different penalty was repealed by the enactment of the above section. *State vs. Gambrill*, 115 Md. 506.)

SEC. 53.—*Issue for Warehouseman's Goods of Receipts Which Do Not State That Fact:* Where there are deposited with or held by a warehouseman goods of which he is owner either solely or jointly or in common with others, such warehouseman, or any of his officers, agents, or servants, who knowing this ownership, issues or aids in issuing a negotiable receipt for such goods which does not state such ownership, shall be guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding one year, or by a fine not exceeding one thousand dollars, or by both.

SEC. 54.—*Delivery of Goods without Obtaining Negotiable Receipt:* A warehouseman, or any officer, agent, or servant of a warehouseman who delivers goods out of the possession of such warehouseman, knowing that a negotiable receipt the negotiation of which would transfer the right to the possession of such goods is outstanding and uncanceled, without obtaining the possession of such receipt at or before the time of such delivery, shall except in the cases provided for in Sections 14 and 36 be found guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding one year, or by a fine not exceeding one thousand dollars, or by both.

SEC. 55.—*Negotiation of Receipt for Mortgaged Goods:* Any person who deposits goods to which he has not title, or upon which there is any lien or mortgage, and who takes for such goods a negotiable receipt which he afterwards negotiates for value with intent to deceive and without disclosing his want of the title or the existence of the lien or mortgage shall be guilty of a crime, and upon conviction shall be punished for each offense by imprisonment not exceeding one year, or by a fine not exceeding one thousand dollars, or by both.

#### Part V

##### INTERPRETATION

SECTION 56.—*When Rules of Common Law Still Applicable:* In any case not provided for in this act, the rules of law and equity, including the law merchant, and in particular the rules relating to the law of principal and agent and to the effect of fraud, misrepresentation, duress or coercion, mistake, bankruptcy, or other invalidating cause shall govern.

SEC. 57.—*Interpretation Shall Give Effect to Purpose of Uniformity:* This act shall be so interpreted and construed as to effectuate its general purpose to make uniform the law of those states which enact it.

SEC. 58.—*Definitions:* (1) In this Act, unless the context or subject matter otherwise requires:

"Action" includes counter-claim, set off, and suit in equity.

"Delivery" means voluntary transfer of possession from one person to another.

"Fungible goods" means goods of which any unit is, from its nature or by mercantile custom, treated as the equivalent of any other unit.

"Goods" means chattels or merchandise in storage, or which has been or is about to be stored.

"Holder" of a receipt means a person who has both actual possession of such receipt and a right to the property therein.

"Order" means an order by indorsement on the receipt.

"Owner" does not include mortgagee or pledgee.

"Person" includes a corporation or partnership of two or more persons having a joint or common interest.

To "purchase" includes to take as mortgagee or as pledgee.

"Purchaser" includes mortgagee and pledgee.

"Receipt" means a warehouse receipt.

"Value" is any consideration sufficient to support a simple contract. An antecedent or pre-existing obligation, whether for money or not, constitutes value where a receipt is taken either in satisfaction thereof or as security therefor.

"Warehouseman" means a person lawfully engaged in the business of storing goods for profit.

(A casual bailee for hire is not a "warehouseman" within the meaning of this definition, *Alton vs. N. Y. Taxicab Co.*, 121 N. Y. S. 271.)

(One who is conducting the business of running safe deposit vaults, and warehousing valuable goods and chattels for hire is a "warehouseman" within the meaning of the above definition—*N. J. Title Guarantee and Trust Co. vs. Rector*, 76 N. J. Eq. 587.)

(2) A thing is done "in good faith" within the meaning of this act, when it is in fact done honestly, whether it be done negligently or not.

SEC. 59.—*Act does not Apply to Existing Receipts:* The provisions of this act do not apply to receipts made and delivered prior to the taking effect of this act.

(Concluded on page 39)

# The Business Month in Review

## Study Completed of Distribution in Southeastern States

**C**OMPLETION of the southeastern division survey was announced in Washington early in September by Gorton James, chief of the Domestic Commerce Division of the Department of Commerce, and the report is expected to be ready for distribution in book form about October 15. The report will be by John M. Hager, the Division's director of regional surveys, who carried on the study with a staff of specialists.

The report analyzes the major factors underlying distribution in the southeastern states, but is entirely apart from the census of distribution of wholesale and retail trade compiled by the Bureau of the Census of the Department of Commerce for various communities.

Regarding the southeastern section, including the Carolinas, Georgia, Alabama, Florida, and eastern Tennessee, as a homogeneous market area, the foreword to the report states, consideration is given to the geographic basis of its commerce, and population influences, resources, and keystone activities are evaluated and placed in their relationship to trade, productivity, and employment in the area. Particular emphasis has been laid on commodity movements, sales problems, and indexes of income and consumption.

The foreword bears the signature of the director of the Bureau of Foreign and Domestic Commerce, Dr. Julius Klein. The section explaining the scope and purpose of the survey and report follows in full text:

"It has become axiomatic that no longer can a commodity be marketed on a large scale under present-day competitive conditions without detailed reliable information on the character of available markets. An elaborate machinery has been built for keeping the American business man informed concerning foreign markets. The fact that more than 90 per cent of our production must be disposed of within our national boundaries has more recently turned attention to the analysis of domestic markets.

### Commercial Structure Described

"In the multiplied endeavors to secure more adequate marketing information the regional survey occupies a place of unique importance. It selects, on the basis of homogeneous industrial and living conditions, an area of the country and attempts to present a consistent picture of the existing commercial structure within that area. It is frequently urged that the various lines of American industry are interested only in commodity marketing studies dealing specifically with a particular product, and

that the same information found in the regional surveys will be approximated when a sufficient number of commodity studies have been made. The very first completely effective commodity study made on this basis, however, would need to contain much general basic information to provide the groundwork underlying any understanding of the individual markets of the country. The program of regional surveys sets out to make such information available at one time to all trade and lines of industry.

"The place of the regional survey cannot be adequately filled by the various series of statistics now available by

**I**N this department an effort is made to present, in what might be called "tabloid highlight" form, items of general interest which, while not always associated directly with the problems of the warehouseman and the traffic manager, are nevertheless significant as indicative of the trend of current-day affairs.

Much is going on, in Washington and elsewhere, with which the storage executive and the national distributor will want to keep closely in contact.

Read this department each month and keep in touch with the business times.

small political units, nor even by a census of distribution. It is very important to measure, if possible, the actual volume of sales and consumption, or to keep current information on population, sex, age, occupation, etc. Such figures, showing actual present conditions, help to foreshadow the immediate future. But it is only when they are correlated and integrated into a picture of the economic life of a region as a dynamic, moving entity, that they really furnish the basis for long-time planning in building a sales and distribution organization.

"The most important raw materials of business today are business facts, and the Domestic Commerce Division is in a peculiarly strategic position to perform the function of a central agency for the collection and publication of these facts. It is unprofitable, however, to interpret the term fact in any narrow fashion. The bare statistics on agriculture and industry in the southeast are facts, but the existing relationships between agriculture and industry are also facts. The figures reflecting the critical situation of the staple agriculture based on cotton and tobacco are facts, but the attitude of agricultural

and business leaders on this problem and their plans for reconstruction are also facts of the highest importance.

### No Conflict of Views

"The question is often raised as to whether the regional survey should take the point of view of the people within the region or that of the large national concerns marketing goods there. Broadly interpreted, there is no conflict between these two points of view. It is to the interests of all persons within the region that the various products of the nation shall be made available to them through an efficient and economical system of distribution. It is to the interest of the national concerns to understand the problems that are to mean progress or decline within an individual marketing region, since sales of goods there will be determined by local prosperity. After all, a study which succeeds in making people themselves understand their own region better is bound to contribute to the understanding of all who are interested in it as a market.

"In the present survey, every fact concerning population, resources, and activities is presented, as far as possible, in the light of its significance as affecting marketing and future economic trends. No justification for presenting it would exist unless such significance could be shown. Every available gauge of purchasing power and living conditions is used, but these factors are considered in their relation to the prevalence of hand labor in agriculture, to the mild climate, the scarcity of large cities, the rural isolation and other factors that lie about it, and as affected by the influences for change that are already making themselves felt.

"Agriculture, mining, hydroelectric development, forestry, and manufacturing are presented as the main sources of wealth and income within the Southeast. As such, the treatment accorded them attempts to provide the vital link between the basic statistics and commodity movements. From this point of view, treatment of the staple agriculture would be incomplete without mention of plans to diversify and supplement it. Minerals and water power must be mentioned in relation to conditions affecting the development of specific deposits and power sites, forestry in relation to reforestation plans, manufacturing in relation to the conditions which are taking industry into the South and which will determine the character of further industrialization. Upon these factors the commercial structure of the Southeast is built, and out of them have grown the marketing problems peculiar to the region."

### House Committee to Hold Hearings on Tax Revision.

REPRESENTATIVE WILLIAM R. GREEN, Iowa, chairman of the House Ways and Means Committee, has announced that the Committee will hold public hearings on proposed changes in the Federal tax law during the week beginning Oct. 31.

The Committee will hear representatives of the Department of the Treasury on the first day, Mr. Green said, and thereafter will hear other persons who may desire to present arguments for or against proposed changes. The order in which the various classifications of taxes will be taken up will be determined by vote of the Committee, he said.

Mr. Green expressed the opinion that the work of his Committee prior to the convening of the Seventieth Congress in December would not be materially impeded by the fact that the Senate during the closing days of the last session failed to act upon a joint resolution which would have given his Committee authority to sit during the interim between Congresses. The fact that this resolution was not adopted, he said, would probably prevent the Committee from printing its hearings until after the next Congress meets, but aside from that it would be able to function very much as if the resolution had been adopted. He said the Committee does not plan to hear anyone who will not appear voluntarily and hence would not be embarrassed by any challenge of its right to summon witnesses.

### Canned Milk Stocks Highest in Years.

HEAVY production brought stocks of canned milk in the United States from a point materially lower than the 5-year average for June 1 to the highest of any year since figures became available except 1924, according to a statement contained in the monthly summary of crops and markets just issued by the Bureau of Agriculture Economics. July 1 stocks this year were 229,433,114 pounds. Production by 55 firms was 221,782,057 pounds during the month. The full text of the statement follows:

"The outstanding feature of the condensed and evaporated milk markets a month ago was the low stocks in manufacturers' hands—the lowest on record for June 1, and materially lower than the five-year average for that date. By the end of June this situation underwent a very marked change and a significant one. Stocks on July 1, instead of being low, were the highest, with the exception of 1924, of any year since 1920 when these figures were first available. The five-year average for July was exceeded by 13,000,000 pounds. July 1 stocks this year were 229,433,114 pounds, last year were 228,115,590 pounds, and the five-year average for July 1, 216,392,062 pounds.

"This is a marked change to occur in a single month and is, of course, explained only by a heavy production or light demand, or both. In this case the former was the important factor, although the

latter also entered into the question to some degree. Production in June was reported as about 20 per cent heavier than in June, 1926. In fact the June output, 221,782,057 pounds, is the largest for any one month on record."

### Barge Service Begun on the Upper Mississippi.

THE opening of the Upper Mississippi Division of the Inland Waterways Corporation was observed on Aug. 24 with the arrival at St. Paul of a new type of towboat and four barges carrying a maximum cargo of 15,000 tons. The tow started from St. Louis on Aug. 15.

The cargo comprised 600 tons sugar from New Orleans, 750 tons of miscellaneous freight from St. Louis, 300 tons agricultural implements from Mobile, destined Quincy, LaCrosse, Redwing, St. Paul, Minneapolis.

### Constantinople Free Zone Has Been Authorized.

A FREE zone at Constantinople has been authorized by the Grand National Assembly of Turkey, the Department of Commerce has just been advised by the Trade Commissioner at Constantinople, William E. Nash. The text of the Department's statement follows:

"The Grand National Assembly of Turkey has approved a law authorizing the Government to create a free zone within the municipal limits of Constantinople or in its neighborhood. The following commercial and industrial operation will be permitted within the free zone.

"Warehousing of goods either for importation or exportation; repacking, classification, dilution, cleaning of warehoused goods, modification of their nature and form, and similar operations; transformation of raw materials, of Turkish or foreign origin, into finished articles; assembling of apparatus, machines, and motors from parts manufactured in Turkey or abroad; and the repairing and construction of vessels and boats with Turkish or foreign materials.

"The location of the free zone has not yet been decided upon."

### Containers Have Been Standardized in All Except Nine States

ONLY nine States have no laws on the standardization of containers for fruits and vegetables, a survey made by the Department of Agriculture has revealed. The full text of a statement concerning the survey follows:

"A survey of State standardization of fruit and vegetable containers, made by the Bureau of Agricultural Economics, discloses nine States which have no laws on the subject. These include Arizona, Colorado, Delaware, Georgia, Louisiana, North Dakota, Oklahoma, Tennessee, and Wyoming.

"All other States and the District of Columbia have authority to establish

standard containers, and in practically all cases these States have standardized one or more types of containers, including berry boxes, grape baskets, apple barrels and boxes, hampers, round stave baskets, splint or market baskets, climax baskets, and till baskets."

### Coolidge Gets Farm Plan for U. S. Warehouses

PRIOR to President Coolidge's departure from Rapid City, S. D., for Washington, Representative W. E. Hull, Illinois, placed before the President another plan—one involving grain warehousing—for solving the farmers' difficulties. Mr. Hull said he purposed to introduce in Congress a bill embodying the plan, which is to appropriate Federal funds for construction of warehouses throughout the farming regions so that surplus grains may be stored there and farmers may borrow on their deposits.

"Building of elevators by the Government for the purpose of housing surplus grain of the country would be a great factor in any relief measure," Mr. Hull explained at Rapid City. "It would provide means for the farmer to deposit in the elevator his surplus of all grains until they can be disposed of through cooperative marketing which medium would naturally take the surplus off the market.

"Warehouse receipts should be issued to the farmer for the surplus grain stored by him in the Government elevator and a loan of 80 per cent of the value of the grain on the market the day it was stored should be made to the farmer through the medium of the Federal banking system at the rate of interest not to exceed four per cent and be carried for the farmer until the grain could finally be marketed.

"Through this medium the surplus grain would be taken off the market and the farmer would receive a fair value in price for the grain he had for sale."

### Chicago Grain Storage Plan

Directors of the Chicago Board of Trade have adopted a plan of a special committee for carrying out the provisions of the new grain warehousing law enacted by the Illinois Legislature.

Under the new plan, elevator operators will guarantee to deliver the grades of grain specified in the receipts. In event the grain in store shows an indication of going out of condition, the owner will be so notified by the elevator operator and offered the market price for the grade indicated by the receipt.

Officers of the exchange said the plan will end severe losses by owners of stored grain by reason of the grain going out of condition and that it is expected to end the posting of grain.

The plan was agreed on after several weeks of study. The new law replaces the State Elevator Law under which the exchange functioned for many years. The board next will organize the warehouse corporation to control the regular storage of grain for delivery on future contracts.



No. 30

**Schuyler C. Blackburn**

By Merryl Schwind

**Let's Take the Old Family**

*In oval, Schuyler C. Blackburn, president of the A-B-C Fireproof Warehouse Co., Kansas City, Mo., and president of the National Furniture Warehousemen's Association*



*Below, Warehouse C, at Linwood Boulevard and Prospect Avenue*



*Warehouse A, at left, is at 1015-1017 East Eighth Street and is now twice the length shown in the photograph. Warehouse B, center, is at 3314-3316 Main Street*

**A**N ability for hard and consecutive work together with a business foresight which amounts almost to genius is a combination of business attributes which has only one answer, and that is achievement. Since he took his first job at the age of 19, Schuyler C. Blackburn, president of the A-B-C Fireproof Warehouse Co., Kansas City, Mo., and president of the National Furniture Warehousemen's Association, has never been out of a day's work. However, this alone would not have brought him to the position which he now holds in the furniture warehousing industry if he had not possessed that certain other quality which is even more rare than the faculty for work—the ability to recognize opportunity when it comes, grasp it, and make the most of it.

In 1908, Mr. Blackburn was general agent for the Adams Express Co. in Kansas City. This position had been arrived at after he had served his apprenticeship in practically every capacity in the service of the company, from driver to clerk, clerk to cashier, and on through the positions of night man, depot agent, messenger, route agent, chief clerk, and then to superintendent. He had gone with the company when he was 19, and his record with the Adams Express testifies to his ability as a workman and as an executive.

At that time household goods warehousing was an infant industry. However, associated as he was with transportation, Mr. Blackburn had had an opportunity to become acquainted with the warehousing industry as it then existed,

and at this point his business foresight took an active part in directing his future.

"I decided to go into the household goods warehousing business because I believed that it was a business which was only on the threshold of its possibilities, and of its permanence I was convinced because when one deals with households he is handling the most permanent of institutions."

With that firm conviction Mr. Blackburn and four associates built their initial plant, at Eighth and Troost Avenues—the first fireproof warehouse erected in Kansas City. The investment was \$50,000 and the building was 50 by 70 feet, with four floors and basement. That early unit is still the location of the general offices of the A-B-C Fireproof Warehouse Co.

All the circumstances surrounding the founding of the A-B-C proved propitious. The fireproof warehouse was established just at the time the industry began to be a real economic factor, while the name, A-B-C, immediately became identified in the minds of Kansas Cityans with scientific household goods moving and storage. The location was chosen with shrewd foresight. It was at a corner where five arterial car lines converged, and consequently where the pressure of the building would serve as a constant advertising medium.

The A-B-C name was a happy selection. Mr. Blackburn conceived the name because it was short and easy to remember, and he has never regretted his choice. Linked with the

*(Concluded on page 41)*

Success Stories

# Family Album Out of Storage!

No. 31

Charles R. Saul

By E. F.

OVER the mahogany desk in the cheery picture-lined office occupied by Charles R. Saul, president of the Columbia Storage Warehouses, New York City, there is a framed motto that reads: "Blessed is that man who has found his work."

If that be true sentiment, Mr. Saul is blessed, indeed, for he has found a great deal of work in life—not only the direction of one of the largest storage enterprises in New York City but a score of other interests, civic, religious and philanthropic, as well.

Like many other veterans in the public warehouse business, Mr. Saul began at the foot of the ladder—but that is getting ahead of the story.

According to the records of the Encyclopedia of Biography of the Pennsylvania Society, in which the New York executive holds membership, the Saul family has been in this country for nearly two hundred years. Of the sturdy German stock which contributed so largely to the development of the State of Pennsylvania, they settled near Philadelphia in 1820.

In later years Mr. Saul's father, Jacob Saul, was a trusted employee of the Schuylkill Canal Co., having charge of the locks and collecting tolls from passing boats.

Charles R. Saul—the R is for Reuben—was born at Leesport, Pa., on Aug. 18, 1855. After a public school education he was given a course of commercial training at a business college in Reading, Pa., where he started his career, at 17, as a bookkeeper in "The Old White Store," an institution situated on the site of an historic old trading post.

During the eight years he remained a bookkeeper in Reading Mr. Saul married, and furnished a home. According to the teachings of German thrift he also saved his money, so that when he was seized with an ambition to move to New York he had accumulated a nest egg of about \$1,500.

Arriving in the metropolis, he engaged in the produce commission business, a line of endeavor in which he had had absolutely no experience—and in which he lost his entire savings inside of a year.

Following the collapse of his independent business venture Mr. Saul obtained work in a warehouse on 13th Street, at a salary of \$15 a week. He was an experienced bookkeeper but there were no books to keep, so he did anything—checking, packing, or manipulating the ropes of the old fashioned hand-drawn elevator.

Here promotion with its attendant raises of salary came quite rapidly, but a taste of having been in business for himself made it difficult for Mr. Saul to have to adapt himself to

the methods of other people.

So he soon undertook another venture of his own by starting a small warehouse, on 35th Street and Second Avenue. Here his wife attended to the office while he looked after everything else.

In 1891 Mr. Saul, having acquired a little capital, moved his growing concern to the West Side, where it still remains. The first building, at Columbus Avenue and 67th Street, was a non-fireproof structure. Later on the business expanded until it comprised six large warehouses, and still later two of these were eliminated because of changing conditions in the

industry which have made non-fireproof warehouses less profitable than they were formerly—and partly because Mr. Saul, looking into the future, has dreams of retiring so that he may enjoy the fruits of his long years of hard work by traveling with his wife and family.

In 1900 the business was incorporated as the Columbia Storage Warehouses, under which name it now operates, with Mr. Saul as president.

In the same year, just after he had gone into debt to the tune of half a million for real estate, Mr. Saul suffered the greatest setback of his career—a fire that left him involved in litigation and law suits for seven years. The trouble gradually ad-

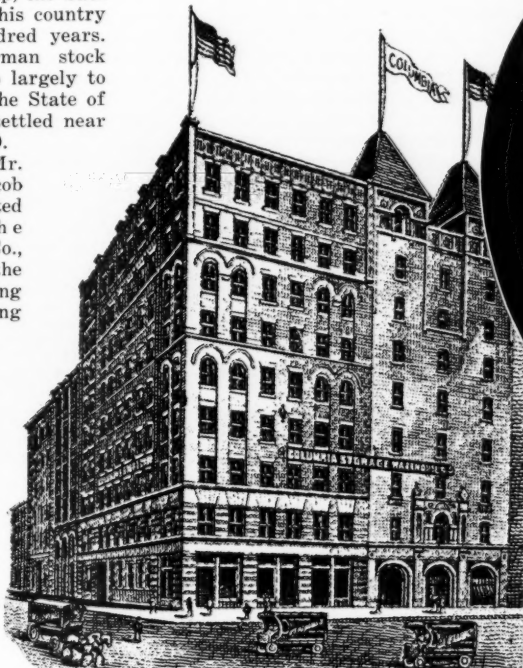
justed itself, however, and the loss was made up little by little.

Mr. Saul was a member of the directorate of the Gotham National Bank, recently merged with the Manufacturers Trust Co. He is a charter member and a former president of the New York Furniture Warehousemen's Association, and a member of the National Furniture Warehousemen's Association.

On Oct. 11 the New York organization will celebrate its thirtieth birthday with a banquet at the Hotel Pennsylvania, and Mr. Saul, as one of the association's two surviving charter members—the other being Walter C. Reid—will be one of the guests of honor.

Mr. Saul is a member of the Methodist Episcopal Church; vice-president and treasurer of the City Society of the Methodist Episcopal Church; a former member of the Methodist Episcopal Board of Foreign Missions; a trustee of Drew Seminary, at Carmel, N. Y.; a member of the board of managers and treasurer of the New York Deaconess Home and Training School; and is treasurer of the Society

(Concluded on page 42)



In oval, Charles R. Saul, president of the Columbia Storage Warehouses, New York City. The group of household goods depositories which Mr. Saul operates is located at Columbus Avenue and West Sixty-seventh Street

# FROM THE LEGAL VIEWPOINT

By Leo T. Parker

## Charges for Packing

**A**T various times the question has arisen whether a warehouseman is legally entitled to charge the owner of goods for containers, crates, packing, and the like, where the new containers or crates are necessary and where permission to do the work is not obtained from the owner of the goods.

The facts of the recent case of *Browning v. River Farms Co. of California*, 255 Pa. 548, are that a warehouseman supplied new containers for non-perishable goods, without receiving orders from the owner. The latter refused to pay the charges, and the warehouseman filed suit. In holding the owner liable the Court said:

"In an emergency a depository has the implied authority to incur expenses on behalf of an owner for the preservation of the property, and that an agent (warehouseman) has the duty of taking such steps as are reasonably necessary for the protection of his principal's property and for its preservation, and that, having made the outlays for that purpose, he is entitled to reimbursement. . . . The reason for the rule is that a request on the part of the principal is inferred, where the advances are made in the regular course of business, or even on the spur of some pressing urgency not provided for by any rule, since the employer may fairly be taken to have authorized the employee to make the expenditure that a prudent man would conceive necessary for the safeguarding of his interests. . . . In the instant case it was and is a question of perishable containers and not of perishable property."

Still another common source of controversy is where the containers or crates of perishable goods require replacement. This phase of the law, also, was considered by the same Court, which quoted:

"A contract with a warehouseman may contain an express provision as to the charges and expenses which the bailor is to pay, in which case the contract will govern as to the amount, the items, the time of payment. In the absence of a special contract, where goods are received by a warehouseman for storage in the usual course of business, there is an implied contract on the part of the bailor to pay the customary charges for storage and expenses, or such reasonable charges as warehousemen of like capacity and facility are entitled to; and this is true even though the warehouseman does not know the identity of the owner until possession is demanded. The warehouseman is en-

titled to reimbursement of such sums as the customs and usages of trade and commerce require him to expend in order to conserve and protect the property. . . . The doctrine is firmly settled that every bailee for hire, including, of course, a warehouseman who by his labor and skill has imparted an additional value to the goods intrusted to him, has a lien upon the property for his reasonable charges."

## Fire Facilities Required

**I**n the case of *Exporters' & Traders' Compress & Warehouse Co. v. Hemphill*, 292 S. W. 599, the higher Court considered the degree of care required of a warehouseman to provide adequate facilities to extinguish a fire.

The facts of the case are that a warehouseman accepted goods for storage

## What Don't You Know?

**M**R. PARKER answers legal questions on warehousing, transfer and automotive affairs.

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and issued to the owner the following receipt:

"Received of S. R. Hemphill one bale of cotton for storage and compression, and hereby bind ourselves to redeliver it to the legal holder of this receipt or pay the cash market value thereof, acts of Providence, fire, and damage excepted."

During the nighttime the watchman discovered a fire. He immediately turned in the alarm and ran back to the fire, intending to use the hose provided by the warehouseman.

A witness testified as follows:

"As soon as I reached the platform I saw the watchman near the fire, and went immediately to him, holding the hose, trying to put water on the fire. I discovered that water was coming out of the side of the hose through a hole a short ways back from the end. . . . I said to the watchman, 'Give me the nozzle and you fix the hole in the hose.'"

I took the nozzle, and tried to throw the water on the fire. It had no force, and the water just barely reached the place of the fire, but didn't carry any force on account of the hole which was in the hose through which the water was escaping. . . . The watchman tried to stop the hole in the hose, but was unable to do so, and I also tried to stop it, but was unable to do so. . . . The hose of which I have spoken was an old hose; it was not sound; and I would say not in usable condition for an occasion like that. If the hole had not been in the hose so that all the water could have been forced through the nozzle, I could have put out the fire when I got there. If the hose had been long enough so that I could have gotten up to the fire while it was small, I believe I could have put the fire out anyway."

The warehouseman contended that he was not liable because the receipt relieved him of liability for loss of stored goods occasioned by fire. Also, he contended that he had exercised ordinary care in supplying a hose for use to extinguish the fire.

However, the Court held the warehouseman liable for the value of the destroyed goods, irrespective of the provisions of the receipt, and said:

"The issues of negligence and proximate cause with reference to the length of the hose and with reference to the soundness of the material composing the same are so intimately related that they must necessarily be considered together. . . . We cannot agree . . . that the evidence shows with such certainty that the watchman and Allen could not and would not have extinguished the fire if the hose had been of good quality and sufficient length. . . . It frequently becomes difficult to determine the proximate cause of an injury; but it is ordinarily a question of fact to be determined by the Court."

## Jury Must Consider Facts

**I**N the case of *Conte v. Mill & Mine Supply Co.*, 156 N. E. 233, it was disclosed that a warehouseman issued a receipt having in fine print thereon, the following:

"The undersigned hereby consents that, if any storage or other charges on any of the above goods are not paid for six months after the same shall become due, the Akron Storage & Contracting Company may sell said goods, or any part thereof, at public auction to pay the accrued charges thereon, after ten days' notice in writing mailed to the



address of the undersigned as given below, and the undersigned hereby consents that such sale may be made without giving the written notice and the published notice as required by statutory requirement the undersigned expressly waives."

The owner of the goods failed to pay the storage charges and, for the reason that he changed his address, he did not receive notice that the goods were about to be sold. The warehouseman proceeded to sell the goods at sheriff's sale. The owner then sued the warehouseman to recover the value of the goods.

The lower Court held the warehouseman not liable, but the higher Court reversed the judgment, ordered a new trial, and said:

"As there was a conflict in the evidence as to whether or not the notice in question was mailed by registered letter, addressed to the last known place of business or abode of the plaintiff, who was the person to be notified, that question should have been submitted to the jury for consideration under proper instructions."

#### Valuation Contract Upheld

IN the case of *Rosenberg v. San Francisco Storage Co.*, 254 Pa. 909, it was disclosed that a warehouseman accepted thirteen parcels of household goods for storage and issued a receipt therefor containing a list of the parcels. The receipt, also, contained the following material provisions:

"The responsibility of this warehouse for any piece or package or its contents is limited to the sum of \$25 unless the value thereof is made known at the time of the storing and receipted for in the schedule, and an additional charge made for the higher valuation.

"Unless notice be given in writing to the warehouse within five days, the terms will be deemed to be correct and complete."

Several weeks later the holder of the receipt deposited four other parcels, but received no receipt therefor. The four parcels last deposited were lost, and the owner sued the warehouseman for \$440. However, the Court held the owner entitled to receive only \$25 for each package, and said:

"He further testified that no receipt was demand for the deposit in question. . . . It is clear that appellant (owner) understood that all subsequent deposits were made under the terms and conditions of the original agreement; and we are of the opinion that the only conclusion reasonably to be drawn from the evidence is that its terms were adopted and assented to, and that both were bound by the limitation of liability contained therein."

#### Warehouseman's Liability

LEGAL EDITOR. *Distribution and Warehousing*: We will be interested in learning from you, if you have any record of Court decisions upholding the liability of a warehouseman for mis-

placed or lost articles. Our warehouse contract formerly limited our liability to \$50 per package, and has since been changed to \$0.10 per lb., and we are anxious to know whether this liability has ever been upheld.—*McClintock Storage Warehouse Co.*

Answer: The general rule of the law is that a warehouseman is bound to exercise ordinary care to protect stored property against loss, injury and destruction. Where a warehouse receipt contains record of a particular article having been received for storage, the warehouseman is bound to deliver the article to the holder upon presentation of the receipt unless the article was lost or destroyed through unusual circumstances. In other words, if the loss or injury was occasioned as a result of want of ordinary care on the part of the warehouseman or his employees, the warehouseman is liable.

In the case of *Lemnos Broad v. Spiegelberg*, 217 N. Y. S. 595, the Supreme Court of New York has recently explained the rights and liabilities of a bailor and bailee. This Court said:

"The responsibility of a bailee, upon elementary principles, is for negligence. A bailee is not an insurer. A bailee, unlike an insurer, is liable only in the event of fault, neglect, or both. . . . Because of the manifest difficulty of proof in so many of these cases the law has come to be well recognized that in those instances of bailments where the bailee has the sole, actual, undivided and exclusive physical possession of the goods, the bailee is legally presumed to be negligent if, upon the disappearance of the goods, he cannot explain their loss. This rule is based, like most rules of the common law, upon nothing more or less than common sense. It is a rule which is founded upon necessity. In other words, the common law, with its characteristic horse sense, makes a virtue out of necessity, growing out of the fact that, where the bailee has the exclusive and undivided possession of the goods, he must also have the exclusive means of showing what became of them."

#### C. O. D. Shipments

IN the case of *Joseph Mogul, Inc. v. C. Lewis Lavine, Inc.*, 221 N. Y. S. 391, it was disclosed that a shipper shipped by common carrier a consignment of merchandise C. O. D. The consignee gave the carrier a forged certified check for the amount and received the goods. The carrier sent the check to the consignee, who immediately returned it to the carrier with the following letter:

"C. Lewis Lavine, 812 Springs Candon Sts., Phila., Pa.—Gentlemen: We return herewith check of ——— on the ——— National Bank, New York City, dated January 23rd, amount \$3,524.41, which we will not accept in payment of our C. O. D. shipment made to Mr. ———. We expected a remittance for the above amount immediately."

The carrier discovered that the check was forged and refused to pay the amount. The shipper filed suit.

In holding the carrier liable, the Court said:

"It thus seems that the carrier of goods transported C. O. D. is obliged to collect the money from the consignee on or before delivery of the goods to him. . . . A shipment C. O. D. of goods contemplates that the carrier will collect the amount specified in cash, and, if a check is accepted in lieu thereof, it is done at the peril of the carrier."

In the leading case of *Ward v. Smith*, 74 U. S. 451, the Supreme Court of the United States in commenting upon this subject said:

"The agency extends no further, and without special authority an agent can only receive payment of the debt due his principal in the legal currency of the country, or in bills which pass as money at their par value by the common consent of the community. . . . That the power of a collecting agent by the general law is limited to receiving for the debt of his principal that which the law declares to be a legal tender, or which is by common consent considered and treated as money, and passes as such at par, is established by all the authorities."

However, it is important to know that where a carrier accepts a check in payment for a C. O. D. shipment and sends it to the shipper who accepts it as payment, the latter is not entitled to recover from the carrier if the check is worthless.

For instance, in the case of *Rathburn v. Citizens*, 76 N. Y. 376, it was disclosed that a carrier accepted in payment for a C. O. D. shipment a check payable to the order of the shipper.

The carrier sent the check to the shipper, who accepted it. The latter on learning that it was worthless attempted to hold the carrier responsible. However, the Court held that as the shipper had accepted the check and attempted to cash it, the carrier was relieved of liability.

#### Priority of Lien

IN *National Surety Co. v. Gotham Garage Co.*, 216 N. Y. S. 290, an important decision was recently handed down in which a garage keeper's lien on automobiles for repairs and storage was held superior to a prior chattel mortgage, under lien law 184. The facts of the case are:

A Mr. Merker owned an automobile on which was a valid chattel mortgage. He placed the car in a garage, requesting the garage keeper to make some necessary repairs. The garage proceeded to make the requested repairs. Mr. Merker refused to pay the bill presented for the work and the storage. The garage keeper notified him that the car would be sold in settlement of the account. Thereupon, Mr. Merker notified the garage keeper that the machine was mortgaged and said "I think you are very foolish to sell it at public auction, because I don't own the car. I bought it through a finance corporation and I still don't own the car. I still owe money on the car, and the car does

not belong to me, and I imagine you are going to get in an awful lot of trouble if you sell that car."

Immediately after this conversation the garage owner sent, by registered mail to Mr. Merker, a notice of sale. This notice contained a complete and legal notification that the car was being held in the garage with a bill due for repairs and storage, and stated that unless the bill was paid within a specified period the car would be sold to satisfy the bill. After properly advertising the sale, the car was sold at public auction for \$150. The finance company which held the mortgage knew nothing of the sale, nor could they locate the car or Mr. Merker.

Before the auction sale of the automobile the finance company became an absolute owner of the car due to the failure of Mr. Merker to meet his notes.

The Court held, further, that the garage owner was duty bound to inquire into the rights of the finance company inasmuch as he had been notified by Mr. Merker that the car was mortgaged; therefore the Court ordered a new trial.

But in *Campbell v. Stanfield*, 108 So. 515, where practically the same point of the law was involved, the Court in effect held that a chattel mortgage is prior to a lien for repairs, unless the holder of the mortgage actually authorized the person who stores the property to proceed with the repair work.

#### Some Mortgage Rulings

IN the recent case of *Glover Specialties Co.*, 18 F. (2d) 314, the United States Court considered the effect of an unrecorded chattel mortgage. This Court held that while an unrecorded chattel mortgage is not effective against persons who do not know of the existence of the mortgage, yet the same is valid and enforceable against all persons who are familiar with the fact that the mortgage exists.

And in *U. S. Line v. Colburns*, 255 Pa. 688, the Court held that after a chattel mortgage is properly recorded it is effective against all persons irrespective whether or not such persons have actual notice that the mortgage exists, because the public records are available showing the status of the mortgage. Persons transacting business are duty bound to search the mortgage records to ascertain if the property involved is encumbered.

In *Denver Commission v. Lee*, 18 F. (2d) 11, the Court held that a purchaser of mortgaged goods is liable to the holder of the mortgage where the latter previously had forbidden the owner of the property to sell it. In this case it was shown that the purchaser was not informed that the owner of the property had agreed with the mortgagee not to sell it.

In the case of *Carter Guaranty Co. v. Cumberland & Manchester R. Co.*, 292 S. W. 812, the Court held:

"There is one question to be determined and that is whether there is sufficient proof in the record to show that the clerk of the Knox County Court received the mortgage in his office. The

only proof that the mortgage was so received is that it was inclosed in the envelope with the check and letter of instructions and the check was returned to the drawer with the indorsement of the clerk thereon. . . . The question is whether the return of the check to appellant indorsed by the county clerk is proof that the mortgage was delivered to the county clerk, and, if it should be held that it is proof of delivery, is that sufficient proof of lodging the mortgage for record without showing that the mortgage was actually delivered to the clerk in his office? The mailing of the mortgage with the check and the return of the check thereafter indorsed by the clerk is *prima facie* evidence that the clerk received the mortgage. . . . Without proof that the mortgage was delivered to the clerk or some one having authority to receive it in the office of the clerk and the fees paid thereon, it was not lodged for record."

In *Harrison v. Hamlin*, 109 So. 106, the question arose whether or not the assignee of a chattel mortgage takes the same rights of the original holder of the mortgage. The Court held: "By the transfer and assignment of these two instruments, the assignee stands in the shoes of the vendor in one and the mortgagee of the other with the same rights and powers, and is entitled to the same protection."

#### Common Carrier Decisions

IN the case of *Missouri & N. A. R. Co. v. United Farmers of America*, 292 S. W. 991, it was held that where a railroad fails to give notice of the arrival of a shipment, as provided on the bill of lading, the railroad is liable for the loss, injury or destruction of the goods, in its warehouse, caused by lightning, irrespective of the following provision of the bill of lading:

"No carrier shall be liable for loss or damage caused by the act of God. Carrier's liability to be that of warehouseman only for loss by fire occurring after the expiration of the free time allowed by tariffs after notice of arrival at destination and placement of property for delivery."

"Sec. 4 (a) Property not removed by the party entitled to receive it within the free time allowed by tariffs after notice of arrival at destination and placement of property for delivery, may be kept in vessel, cars, or depot, or warehouse, subject to charges for storage and to carrier's responsibility as warehouseman only, or at the option of the carrier may be stored in public or licensed warehouse at the place of delivery at the cost and without liability on the part of the carrier, and subject to a lien for all freight charges."

The shipment arrived at its destination and was removed to a warehouse, where it remained for several days after the expiration of the free time allowed by tariffs. The shipper's agent was not notified of its arrival.

Lightning struck the warehouse and destroyed the goods.

In holding the carrier liable, the Court said:

"In order to exempt a common carrier from its liability as an insurer for the safe transportation and delivery of goods on account of destruction of same by an act of God, the act of God must be both the sole and proximate cause of the injury. . . . In the instant case the direct cause of the destruction by fire was a stroke of lightning that set fire to the warehouse. It cannot be said, however, that the goods would have been destroyed by this act of God if appellant (carrier) had given the required notice to Cook. . . . In any event he would have insured it against loss by fire. The negligent act of appellant then, in failing to notify Cook, was an efficient and cooperative cause in the destruction. The lightning directly destroyed it, but it was not the sole and proximate cause of its destruction."

In the case of *Missouri Pac. R. Co., v. Myers*, 293 S. W. 15, the Court considered the right of a carrier to deliver goods to a third person whose name appears on the bill of lading and who was to be notified of arrival of the shipment.

This Court said:

"Where a bill of lading or a shipping receipt contains a clause providing that a third person shall be notified of the arrival of the goods, or where it contains this clause and an additional clause reciting that the goods are shipped to the consignor's order, the carrier is not authorized to treat the person to be notified as a consignee, and if it delivers the goods to him without production and surrender of the receipt or the bill of lading it will be liable to the true owner of the goods for any loss resulting from such delivery. Delivery of the goods under these circumstances without surrender of the receipt or the bill of lading constitutes conversion. A direction of this character in a shipping receipt or a bill of lading raises no presumption that the person to be notified is the consignee, but on the contrary indicates that the carrier is not entitled to deliver the goods except on production of the bill of lading."

In the case of *New York C. v. Public Utilities*, 155 N. E. 862, in commenting upon the items of legal importance in determining the freight rate established by a common carrier, the Court explained that all items incident to the shipment, such as the cost of switching, spotting cars for unloading and the like, may be included so that it is assured that the carrier may earn a fair profit in consideration of the capital invested.

In *W. L. Shephard Lumber Co. v. Atlantic Coast Line R. Co.*, 112 So. 323, the Court held that where it is practical for a common carrier to transport a shipment over two or more routes, the carrier is duty bound to select the most direct and cheapest route. This Court said:

"When there is no specified routing by the shipper, the general rule is that it is the duty of the carrier to ship or carry (1) by the cheapest and most available route (2) and to charge the lowest rate that is applicable to such shipment."

# "Corporations Doing Business in Other States"

## A Book Review

"Corporations Doing Business in Other States." By H. A. Haring. The Ronald Press Co., New York, 302 pp. \$5.

THIS is a volume of special value to national distributors. It answers a host of questions that arise monthly also in the office of the public warehouse. In the personal talks with *Distribution and Warehousing* Mr. Haring has told how he came to write this new volume. It is a direct outgrowth of his three or four years' work studying the warehouse field.

As many readers of *Distribution and Warehousing* know, Mr. Haring never started out to write a book on "Warehousing." He made, however, a series of investigations for half a dozen nationally known manufacturers, one after another, in order to establish or revise their methods of distribution. Out of the accumulated warehouse information he afterward wrote his "Warehousing."

During these same field inquiries for manufacturers the question repeatedly arose: "If we warehouse in Alabama, will our company get into trouble with that State's foreign corporation laws?" The question was renewed for every State from Alabama to Wyoming.

The result of more than a year's study into this question is available in "Corporations Doing Business in Other States."

This is a bread-and-butter book which will save many dollars to the tax payments for any corporation that does business in more than one State. It will, furthermore, save much worry to the officers of such corporations. It is written and published not for the sake of selling books so much as for the purpose of helping corporations to understand the laws and reduce tax costs.

For a corporation to do business in another State than the one of its home, without permission and without the required license, is unsafe, the book points out. The corporation that neglects to comply with the foreign corporation laws takes

serious risks. Its contracts may prove to be unenforceable and its debts uncollectible, in case those with whom it has transacted business in the second State choose to take advantage of the law. In some States, furthermore, the non-complying corporation is liable to fines; and in several States any officer or stockholder or director may be held personally liable "as a partner" for the corporation's debts or other contractual obligations. Danger, therefore, lurks in each business transaction when once a corporation extends its activities beyond the borders of the single State within which it is domestic.

This volume not only discusses these problems but it presents in compact form, in "digests" and "tabulations" each of the following for the 48 States: officials and dates for all local property taxes, fines on the corporation for non-compliance with the foreign corporation laws, fines and penalties on agents and officers for failure to comply, the status of contracts as valid or invalid when the corporation has neglected to comply, the required agency appointments in the States, full data for initial qualifying with skeleton of fees levied, and a tabulated digest of the annual reports required with dates when due and with skeleton of taxes and assessments.

Distributors will find in the book a wealth of suggestions. Warehousemen, both in cold storage and merchandise, will find in these pages much material for business-getting letters and printed circulars, many points for sales talk and innumerable suggestions for local service to distributors who are ignorant of the law.

The book is the first of its sort to be published; it is the only adequate compilation of data in understandable business English that has yet been published. It is definite, authoritative and plainly written.

*Distribution and Warehousing* can supply copies at the publishers' price.

## Now Manufacturers Are Making Extra Charges for Small Packages. Doesn't This Indicate the Logic of Warehousing Practice?

ONE of the fault-finding inclinations of certain shippers in their business dealings with merchandise warehouses involves the circumstance that the warehouseman often makes extra charges for extra services performed. An example of such charges is a small amount which the warehouseman levies on the shipper who wants a warehouse receipt for each portion of a lot of goods put into storage—a nominal charge for each extra receipt. Other illustrations could be cited.

Is this method of charging extra for small services equitable? The warehouseman says it is. Many shippers protest it is not.

The shipper who objects will perhaps be interested in the following, from the *New York Times*, regarding the attitude of a manufacturers' trade organization—the National Association of Hosiery and Underwear Manufacturers. The *Times* text reads:

"That it is possible for manufacturers to obtain premiums on small-lot shipments is demonstrated by the experience

of certain members of the National Association of Hosiery and Underwear Manufacturers. One member, who is a manufacturer of underwear, has given much attention to this matter. He recently informed the association that he has succeeded in having one of his customers, an old offender in ordering quantities, agree to an extra charge of 25 cents a package on shipments under a specified quantity.

"A second member of the association takes the position that there would be little, if any, trouble in getting an extra charge of 50 cents for small packages.

"We are getting 50 cents per package in quite a few instances," this member wrote, "and if our members would have a little more backbone they would all get it. All small packages should carry an extra charge, and we are working along these lines."

"The attitude of the association is that there is no good reason why similar arrangements should not be insisted on by all manufacturers. The practice of order-

ing absurdly small quantities has grown to the point where it presents a serious problem to the mills. It is the association's position that plants which are geared to the production and shipment of sixty-dozen cases as a unit, for example, should not be expected to ship a few dozen goods at the same price they quote for caselot shipments."

Which would appear to be something for the traffic manager to think about.

## Quincy Market Company's Story Is Told in Pamphlet

Under the title "The Refrigerator of a Nation," the Quincy Market Cold Storage & Warehouse Co., Boston, has issued a twenty-four-page booklet describing and illustrating the firm's facilities, services and warehouses. The document tells how refrigeration is produced, explains what a cold storage warehouse is like, traces the development of the refrigeration industry, and answers the question "How Long Should Foods Be Stored?"



*We May Not Choose  
to Run This Serious  
Magazine in 1928—*

Vol. VIII. No. 4

# TWO BITS

*A Bit Here, A Bit There*

*—on a/c Contributors  
Are Scarce & That  
Gets Ye Ed. Discour-  
aged.*

Gotham, October, 1927

## Our Moth Department

NOTHING important can be announced this mo. (Oct.) with regard to *Two Bits's* effort to ascertain (find out) when & where the annual convention of the National Association for the Protection of Moths in Storage is to be held.

The paucity of developments is on a/c we are *pro tempore* (i. e., until further notice so to speak) minus the services of our 3 detective-ladies, Biselliella, Pelionella and Tapetzella.

At last a/cs. the situation was like as follows:

1. Nella was still in the clutches of Professor Hezekiah Snoopjump, the Wiquitiquock, Conn., butterfly collector, at the professor's summer home on Mackinac Island, Mich., where Nella was captured, along with *Heterocera Dermestidae*, executive secretary of the National Association for the Protection of Moths in Storage, the near-sighted scientist having mistaken Nella & Het for butterflies.

2. Liela, assigned to go to Mackinac on a mission to try to rescue Nella, esconced herself in a woolen sweater in a shipment of h.h.g. destined for Grand Rapids. We wired Frank Jones, the Grand Rapids storager, to be sure to meet Nella at the train & entertain her & see that she got headed right toward Mackinac. We was certain we could depend on Frank for the entertainment feature, on a/c he is pretty good at doing that, but frankly we had our misgivings as to whether Frank would finally head Nella in the right direction following the entertaining. We got word from Liela that she arrived O.K. in Grand Rapids, but she said nothing as to whether Frank was at the freight train to meet her, & that is the way it stands now—Frank has not replied to our subsequent telegrams, while Liela has been mysteriously silent also.

3. Zella, also assigned by Ye Ed., her employer, to go to Mackinac to try to rescue Nella, was in some tapestry in a h.h.g. shipment in a freight car marked "Michigan Central" which Zella had thought was destined for Michigan but which was headed for Hollywood, Calif., Zella being that dumb. A So. Calif. R.R. official read our Sept. *Two Bits* about Zella being in the tapestry, & at last a/cs the train had been shunted into a r. r. yard outside of Hollywood & a search was being made for Zella.

Well, that is what Ye Ed. gets for being tangled up with 3 ladies at 1 time.

Anyhow, No. 1 of the foregoing answers the query of the editor of the "Burlap Bag" dept. of *The Furniture Warehouseman* regarding Nella, the

most beautiful of the 3 detective-ladies, and *Heterocera Dermestidae*, the sheik exec. sec. of the N.A.P.M.S. The "Burlap Bag" writes: "We are palpitating to know whether or not you found Nella & Het Derm (mothese we presume for 'hot dawg') under the terrible conditions you feared. Some girls just can't withstand good looks"—you\*\* know how it is. . . . Prof. Hezekiah Snoopjump will probably be dismayed when he opens his net & a man with a name like that could never be equal to such an emergency so we fear the call will be 'vault, vault!' from every storager & storagess in the country."

If the moths of the country ever make a concentrated attack on the warehouse of the "Burlap Bag" editor, it will probably be his own vault.

Meanwhile G. C. Dintelmann, the St. Louis storager who secretaries for the Missouri Storagers' Assoc'n, invited us to send Liela, Nella & Zella to that organization's Joplin convention. "We promise," wrote G. C. with deadly intent, "to send them back to you with their jaws swollen, their tongues coated & having all the symptoms of scurvy." All we can say is that we are unable to understand the animosity of the storagers' industry vs. our 3 detective-ladies. They have been scoffed at & threatened ever since we hired them to find out about the N.A.P.M.S. convention, when you would think the storagers would be grateful instead. But you may be certain that *Two Bits* will persevere, in spite of the animosity, if Liela, Nella & Zella ever get out of the desperate situations they are now in, Liela's being perhaps the most desperate on a/c you can never tell about Frank Jones, the Grand Rapids storager.

## Al Knows the Brides

Last Mo. (Sept.) we spoofed Al Walker, the DSinc man in Chicago, on a/c he sent us a news item about Joe Temple & Paul O'Dea getting married but forgot to mention the names of the brides, so Al got mad about that & wrote us as follows:

"Your remarks in the Sept. issue indicated a dirty dig. Personally they appeared to me as more or less of a confession of stupidity on the part of the editor of *Two Bits*. In case you have not since been informed I might add that the names of the brides are Mrs. Temple & Mrs. O'Dea, respectively."

Thank you, Al. Why didn't you say so in the first place?

\*The "Burlap Bag" editor should know.  
\*\*The "Burlap Bag" editor is not alluding to Ye Ed.

## Our Sartorial Dep't

AFTER eighteen (18) yrs of wearing the same collar button, price five cents (5c.) when originally purchased in mint (new) condition at a Gotham clothing emporium, Ye Ed. was last mo. (Sept.) compelled to invest in another.

It was with extreme regret that we abandoned the faithful button that served us, in the region of the collar, for nearly two decades. No more loyal button ever existed.

Ever since comic strips was invented they have pictured irascible gentlemen losing collar buttons under bedroom dressers and profaning the surrounding atmosphere with unprintable expletives, cuss words & foul oaths.

Ye Ed.'s experience has not given artists basis for any such drawings. Our 18-yr-old collar button was always under perfect control. It never got lost, strayed or stolen on any occasion, & *Two Bits* would not hesitate to print everything we have ever said to it.

Why, then, have we abandoned a collar button which has proved so perfect of demeanor? You may well ask, & you have only to skip the rest of this in order to avoid getting the answer.

The answer is that, with advancing yrs of our age, while the collar button was under perfect control, our Adam's apple has been gradually getting a bit shaky & uncertainlike. The darned piece of fruit, or maybe it's a vegetable for all we know, don't seem to stay put the way it used to when Ye Ed. was younger. The older we get, the more it bobbles. Well, it seems like every vibration of the Adam's apple on its up-&-down travels has been handing the flat side of our faithful collar button a wallop, until finally the button began to curl forward at the edges. It is possible of course that it is the button itself that was being affected by advancing age, as 18 yrs is pretty ripe old age for any collar button to be working steady day in & day out with only now & then a Sunday off when Ye Ed. was too unambitious to shave, but it is our theory that it was the Adam's apple's vibrations that curled the edges, like as described. If any storager has any scientific information on this pt we would be glad to receive it postage prepaid, otherwise we are going to stick to our theory and give the collar button the benefit of the doubt.

In modern industry a veteran employee is pensioned off. Even the Gotham fire dept. has been known to turn its old horses out into Long Island's fields to graze & rest. Well, that is the way we feel about our collar button. Any collar button that has done 18 yrs' service in

# BOOKS AND PAMPHLETS OF INTEREST TO THE INDUSTRY

*These Can Be Supplied, at the Prices Indicated, by*

## DISTRIBUTION AND WAREHOUSING

249 West 39th Street, New York City

### Corporations Doing Business in Other States . . . . . 5.00

State Regulations and Requirements  
By H. A. Haring

### The Distribution Age . . . . . 3.20

A Study of the Economy of Modern Distribution.  
By Ralph Borsodi

### The Distribution Census of Baltimore . . . 0.25

The Government's first census of any city's whole-sale and retail trade.

### Household Goods Warehousing in the United States . . . . . 6.00

Selection of site, building design and construction, accounting, stowing, insect control, estimating, cartage, packing, rates, insurance, etc.  
By Clarence A. Aspinwall

### "I'll Never Move Again" . . . . . 2.20

Humorous experiences of a man who has moved fifty-two times.  
By Fitzhugh Green

### Merchandise and Cold Storage Warehouse Map of New York City . . . . . 1.00

This map, nearly 30 by 30 inches in size, prepared by the industrial bureau of the Merchants' Association of New York, after a year's survey of the port's storage industry, shows the relation of warehouses to railroads, steamship lines, produce markets, etc.

### The Merchandise Warehouse in Distribution . . . . . 0.10

A Department of Commerce publication.

### Pegasus, or Problems of Transportation. 1.10

An account of "cross-country" vehicles which will achieve a revolution as great as those caused by railway.

By Colonel J. F. C. Fuller

### The Railroad Freight Service . . . . . 5.20

Practical information for traffic executives.

By Grover G. Huebner and Emory R. Johnson

### Standard Contract Terms and Conditions 0.05

A Department of Commerce publication.

### Traffic Management . . . . . 3.70

A comprehensive treatment of traffic management.  
By G. Lloyd Wilson, Ph.D.

### United States Warehouse Act . . . . . 0.05

Regulations, as prescribed by Department of Agriculture, for warehousemen storing canned foods.

### Warehouse Directory (subscription to *Distribution and Warehousing* included) . . . 2.00

The industry's annual reference volume, containing statistics and data regarding warehouse companies throughout the United States and Canada. The 1927 edition appeared as part of the January issue of *Distribution and Warehousing*. Single copies, each . . . . . 1.00

### Warehouse Forms . . . . . 0.10

Simplified Practice Recommendations No. 34 of the U. S. Department of Commerce. Describing and illustrating the standard warehouse documents approved by the Government.

### Warehousing . . . . . 10.00

Trade customs and practices; financial and legal aspects.

By H. A. Haring

This book, with 1 year's subscription (including the Warehouse Directory) to *Distribution and Warehousing* . . . . . 11.00

### Warehousing General Merchandise—An Encyclopedia

Prepared by the American Warehousemen's Association.

Regular Edition to A.W.A. members: Vol. I, \$10; Vol. II, \$5. Both . . . . . 12.50

Regular Edition to non-members: Vol. I, \$15; Vol. II, \$7.50. Both . . . . . 20.00

De Luxe Edition (limp leather binding, India paper) to A.W.A. members: Vol I, \$15; Vol. II, \$7.50. Both . . . . . 20.00

De Luxe Edition to non-members: Vol. I, \$20; Vol. II, \$10. Both . . . . . 25.00

Please Send Payment With All Orders

the region of an editor's neck without being lost, strayed, stolen or cursed at is entitled to a life of ease & we would be profoundly grateful for any humane suggestions.

Meanwhile, if you have read this far, Ye Ed. has, as afore stated, invested in another. You will be interested to know that this time we have double-crossed our Adam's apple. Instead of getting

one of brass, like the veteran now no longer in service, we purchased one manufactured out of hard rubber. The old apple can vibrate now all it darned pleases, on a/c the edges of the new button will flop into position again. The plan has ingenuity, but the drawback is that we've got to go back to wearing starched collars. Celluloid collars don't seem to fasten to a rubber collar button.

### By the Seaside

Willard Eldredge, the Atlantic City storager, got his photo published in a Gotham theatrical magazine of late on a/c Willard was chairman of the rolling chair committee when the beauty pageant was staged in his village. It takes a storager to be an expert chair roller. But what price contents, Willard?

# Newspapers Lead in Local Advertising of Household Goods Warehousemen

By H. H. DUNN

**A**N interesting survey of advertising methods among members of the National Furniture Warehousemen's Association has just been completed by the National Van & Storage Co., Oakland, Cal. When this firm joined the National organization it received some 400 letters of greeting and welcome from other concerns and individuals already members. These letters of congratulation were carefully kept, indexed and filed by F. J. Early, vice-president of the Oakland company.

After all had been received, Mr. Early replied in a personal letter to the executive of each of the companies which had written. In his reply he asked each fellow-member of the N. F. W. A. to write him exactly what he had found to be the best local advertising medium for the furniture warehousing and transfer business. About 300 replies were received, sixty-four of which were clear-cut, definite, and based on sufficient experience to warrant their being used as a basis for compilation. Mr. Early says: "As an evidence of our appreciation of the time and thought given by members of the N. F. W. A. to answering a letter in which we asked several questions regarding the best form of advertising to increase van and storage business, we have summarized sixty-four of the replies, and have reproduced that summary in a letter which we are sending back to all the members of the National association. There is a lot in the letters, of course, that a summary cannot show, but I believe all the members will find food for considerable thought in the table.

"Location, character of population, prosperity of a community, and various other factors enter into local advertising, and just which method is best is a subject on which there is a wide divergence of opinion, as the accompanying tabulation will indicate. It will be noticed that the totals do not balance for the reason that some of the writers expressed only one preference, while others went into sufficient detail to show four classifications.

"It is axiomatic, of course, that a satisfied customer is the best possible advertisement, provided that that customer expresses his or her satisfaction to others, but in a large city wider circulation must be given to information regarding a concern and its services if a business of some size is to be built. This tabulation of preferences indicates how a large number of van and storage men all over the United States are going

## Advertising Locally

**T**HERE are various kinds of local advertising for the household goods warehouseman—newspapers, satisfied customers, well-kept vans and equipment, telephone directories, direct mail, bill boards and electric signs, street car cards, personal solicitation, etc.

Which is the best?

The National Van & Storage Co., Oakland, Cal., made an analysis of replies sent to a majority of the members of the National Furniture Warehousemen's Association. The accompanying article and figures tell the story.

about it. Studying it carefully while keeping his own particular situation in mind should benefit the average warehouseman and give him a profitable way to spend some time.

"Not considering frequent repainting of vans, etc., and the keeping up of brilliant electric signs on our building, most of our own advertising appropriation is going into direct mail and classified advertising in the newspapers for the present, but a larger amount of display advertising, also in the newspapers, is contemplated."

Incidentally, the National company

prints on the back of its letter to the members of the N. F. W. A. the following description of the territory it serves under the caption "The Continental Side of San Francisco Bay, Where the National Van and Storage Company Makes Its Home":

"July, 1927, marked the seventy-fifth anniversary of Oakland. From a straggling hamlet down toward the waterfront to the left of Lake Merritt it has grown until today, with its sister cities, it presents a practically continuous chain of factories, business buildings and homes, stretching from Hayward to Richmond and from the waterfront to the tops of the hills that overlook San Francisco Bay. There are more than a half million people in this great Oakland metropolitan district now. New and enlarged factories are calling for more people. Transpacific, coastal and inter-coastal shipping is growing. Things are developing so fast that it is difficult to set a goal, either for city, business or individual."

Below this statement of fact is printed a relief map, showing the seven cities served, with a red star indicating the central location of the National firm, and the following concluding words:

"Here we are, located near Lake Merritt, at the junction of streets carrying the heaviest traffic in northern California, serving the present and ready to serve the future population with modern facilities and methods."

All of which, including the survey, is pretty fair advertising for the warehousing firm which produced it!

## Boesch to Conduct a Tour

H. W. Boesch, who has wide acquaintance in the merchandise warehouse industry because of his connection with the Adlerika Company, St. Paul, plans to sail from New York Dec. 8 for a trip to Europe. On behalf of the North German Lloyd steamship interests he will conduct a "Grand Christmas Excursion" direct to Germany on the steamship Meunchen, departing from New York on that date. Mr. Boesch is an experienced European traveler. The excursion is under the auspices of the Waugh-Lundberg Travel Bureau, Inc., Minneapolis.

## California Company Sold

The Highland Park Transfer Co., Highland Park, Cal., has been sold to C. B. F. Woodrow, a local transfer man, who will continue the business, with plans for expansion, at the present address, 5566 Pasadena Avenue.

MEDIUM	PREFERENCES				TOTALS
	First	Second	Third	Fourth	
Newspapers	19	12	4	..	35
Satisfied customers	14	..	..	..	14
Well-kept vans, equipment	7	11	2	2	22
Phone directory	6	7	4	..	17
Circulars, booklets, rent lists, etc.	6	9	5	1	10
Billboards	5	1	3	1	21
Personal solicitation	4	1	..	..	5
Electric building signs	2	..	1	..	3
Street car cards	1	4	1	..	6
TOTALS	64	44	20	4	

Analysis of furniture warehousing's local advertising as indicated by 64 members of N. F. W. A.



# WITH THE ASSOCIATIONS

HERE is presented in tabloid form the Association news that is of *general interest* to the industry as a whole. No effort is made to present complete reports of all Association meetings; the dissemination of such information is logically the work of the officers and the committee chairmen. What is presented here is in effect a cross-section review of the major activities so that Association members may be kept advised as to what "the other fellow" elsewhere in the country is thinking and doing. When annual or semi-annual meetings are held, more extended reports will occasionally be published.

## *Storage and Cartage Rates Are Advanced in New York City— Union Labor Hampers Inter-City Removals Bureau*

By KENT B. STILES

TWO developments of significance in the household goods warehouse industry featured the activities of the New York Furniture Warehousemen's Association at the resumption, on Sept. 12, of that organization's monthly meetings. One relates to storage, cartage and labor rates, and the other involves union labor. One of the largest gatherings in the history of the New York body, except at an annual convention, considered the two problems.

New and higher storage, cartage and labor in and labor out rates were approved for warehouse companies operating on Manhattan Island. It was the opinion that operating costs were higher in New York than elsewhere, and that years of effort had raised the industry's standards so that better services were now being offered the public than ever before, and that the warehousemen ac-

cordingly were justified in seeking more remuneration to meet these high costs and to effect even further improvement.

The union labor problem which has developed has to do with the operation of the eastern district long distance removals bureau of the National Furniture Warehousemen's Association. Union labor prevails in New York household goods depositories, whereas many vans entering the city with loads or to pick up loads are manned by non-union labor. It has developed accordingly that union labor in the New York plants has been refusing to help load and unload non-union vans from other cities.

The high lights of the discussion of these two problems are as follows:

### *Rates*

THE rates question was presented by Thomas F. Murray as chairman of the better business methods committee, which has been trying for two years to bring about an increase but which heretofore has found its efforts blocked for various reasons, part of the opposition having been refusal by certain companies to agree to any advance. Mr. Murray's proposition as presented at the September meeting on behalf of the committee is as follows:

1. That fireproof warehouses on Manhattan Island as far north as 135th Street charge \$10 a month for the storage of one van load of household goods (exclusive, as in the past, of piano).

2. That the rate charged by non-fireproof warehouses in the same zone should be \$7.50.

3. That the rate for cartage, by fireproof and non-fireproof warehouses both, should be \$15 a van load, with \$5 for labor in and \$5 for labor out.

These rates would apply to new business only, not affecting goods already in storage.

After long discussion, in which it was made clear that no attempt was being made to fix rates but that the foregoing suggestions were the basis of a recommendation only, a standing vote was taken on a motion, made by William T. Bostwick, the association's secretary,

that it be the sense of the meeting that the rates, as suggested by the committee, covering storage, be approved. Representatives of twenty-seven member companies on Manhattan Island and in Brooklyn voted in favor of the motion. Representatives of two member companies in Brooklyn voted against the motion. Representatives of several member companies on Manhattan Island and in the Bronx did not vote. The motion was carried accordingly by a vote of 27 to 2.

The opposition by two of the Brooklyn companies, and failure on the part of Bronx companies to vote, were due to a feature of the Murray committee's recommendation involving Brooklyn and Bronx firms. Mr. Murray in presenting his suggestions had expressed the hope that the Brooklyn and Bronx companies would charge the new storage rate on all goods originating on Manhattan Island—in other words, when in direct competition with companies on Manhattan Island. Representatives of several of the Brooklyn and Bronx companies announced frankly on the floor that they could not hope to get the advanced storage rate, because of local competition in Brooklyn and the Bronx, and that accordingly they were opposed to the Murray recommendation on storage rates.

One outcome of this phase of the discussion was a decision to have the better business methods committee hold indi-

vidual meetings with the Brooklyn and Bronx warehousemen in an effort to bring about an advance, locally, on storage rate corresponding with the increase recommended for the Manhattan Island companies.

The cartage and labor in and labor out rates, as suggested by the Murray committee, were then considered, and the vote in favor of them was unanimous.

It was recommended that the rate increases become effective on Sept. 15. Several companies announced that they would become effective at their houses prior to that date.

Charles S. Morris said the vote in favor of the advances was "the biggest piece of legislation in New York in years," representing an attempt "to increase legitimate profits in a legitimate business," and he urged "a fair and honest trial" of the new rates, with correspondingly better service to the public.

### *Inter-City Removals*

The problem of the eastern branch of the inter-city removals bureau of the National Furniture Warehousemen's Association was presented by Barrett C. Gilbert as chairman of the committee which represents the New York body in the operation of the branch.

It developed, from Mr. Gilbert's talk and ensuing discussion, that out-of-town vans entering New York City with house-

hold goods or coming to New York for such loads are having difficulty because union men at New York houses refuse to lift a hand to aid in loading and unloading when the vans are manned by non-union labor.

Under the method of operation of the National Furniture Warehousemen's Association, which in large measure finances the eastern branch of the bureau on behalf of member companies in the eastern States, the members of the Van Owners' Association of Greater New York are not included in the bureau's arrangement. Accordingly New York companies which are members of the Van Owners' Association but not members of the N. F. W. A. are not getting any of the long distance removals business originating with the eastern branch bureau, which is located in New York City. This situation has developed what may be described fairly as an acute condition in the present relationship between the New York Furniture Warehousemen's Association and the Van Owners' Association of Greater New York. It was indicated in the discussions at the September meeting that if union labor employed by the New York member companies of the N. F. W. A. are to be permitted by the Van Owners' Association to load and unload incoming N. F. W. A. companies' vans not manned by union labor, then the Van Owners' Association must be permitted to become a party to the National's eastern branch bureau.

In view of this situation, Mr. Gilbert and others expressed opinion that it was only fair to the National's main inter-city removals bureau executives in Chicago to let them know definitely what was to be the attitude of the New York members of the National toward the eastern branch bureau in New York. At present the majority of the National's New York member companies were not supporting the eastern bureau by registering loads with it, Mr. Gilbert reported, and he asked that some action be taken by the New York association placing itself on record as to whether it proposed to support the bureau or oppose it or ignore its operations.

If the New York association voted to support the bureau, Mr. Gilbert pointed out, then it would be the New York association's duty, in fairness to operators of out-of-town National companies' vans entering New York, to seek to work with the Van Owners' Association of Greater New York so that the out-of-town vans should receive help in loading and unloading in New York. On the other hand if the New York association did not want the bureau, the National's bureau executives in Chicago should be told so frankly, Mr. Gilbert declared.

#### Only 24 N. Y. Loads in August

In answer to a question Mr. Gilbert said that New York member companies of the National registered only twenty-four loads with the eastern branch bureau in August.

Discussion showed that opinion conflicted as to the value of the eastern bureau to the New York warehouses.

A motion was made from the floor that

the New York association discontinue cooperation with the branch bureau. Mr. Bostwick opposed this, declaring it an unwise motion. If warehousemen in other eastern cities wanted to cooperate to make the bureau a success, Mr. Bostwick said, the New York association should not oppose, and moreover warehousemen in New York who wanted to cooperate with the bureau should be allowed to do so. He moved that the motion to discontinue cooperation be tabled. The association so voted.

Ernest H. Milligan, president, called on Frederic E. Aaron, Philadelphia, chairman of the National's district committee in charge of operating the eastern bureau. Mr. Aaron said that the eastern bureau was now almost self-sustaining, with prospects improving. In reply to questions, he said he did not know whether the eastern bureau would remove to another city should the New York warehousemen not give it their support, but that operation certainly would be continued, in whatever city, as long as a majority of the National's eastern members showed they wanted the bureau and would support it.

Mr. Milligan asked Mr. Aaron if he believed that the N. F. W. A. would be opposed to an arrangement whereby the Van Owners' Association of Greater New York might be included so as to get some of the long distance business. Mr. Aaron said that, speaking unofficially, he thought that the National would prefer to consider such an arrangement rather than to see the eastern bureau go on the rocks.

By this time it was nearly midnight and many of the members had left the meeting, and discussion of this problem ended with adjournment.

#### Van Advertising

Guests at the September meeting were J. D. Henderson, Montreal, president of Publibus, Ltd.; Capt. J. W. Connell, Montreal, manager of Publibus, Ltd., and W. B. Richards, New York representative of the same organization. Publibus, Ltd., is a Canadian organization which sells advertising, under a patent granted in Canada and now pending in the United States, on panels inserted on the sides of warehousemen's motor vans. The organization is working in cooperation with the J. B. Baillargeon Express, Ltd., a Montreal warehouse company. The Baillargeon firm now has fifty trucks, equipped with these panels advertising national commodities, operating on the highways of Canada and the United States.

This method of advertising was explained to the New Yorkers by the Publibus representatives, who said that one of the vans was in the city at the time. It was arranged to have the van stationed at Columbus Avenue and W. 67th Street during September 13 so that the local warehousemen might inspect it and confer with the Canadians regarding equipping New York trucks with the advertising panels if the owners desired to do so.

Secretary Bostwick announced he had received a telegram telling of the death

of E. H. Depenthal, proprietor of the Depenthal Truck & Storage Co., Toledo, Ohio. The association approved Mr. Bostwick's action in sending Mrs. Depenthal a wire extending the organization's sympathy. Mr. Depenthal was a member of the New York body when the latter had associate members before the N. F. W. A. was organized.

The association appropriated a sum not to exceed \$500 to finance the efforts of the entertainment committee, William B. Cramer, chairman, in arranging the thirtieth birthday celebration—a dinner-dance to be held in the Hotel Pennsylvania on October 11th.

#### N. F. W. A.

THE board of directors of the National Furniture Warehousemen's Association will meet at Colorado Spring, Colo., on Oct. 21 to 23, and one of the problems to be decided involves the city and dates of the annual convention, which will be held probably some time around the middle of January.

Ralph J. Wood, Chicago, the secretary, has sent all N. F. W. A. members a questionnaire in which they are asked to express their preference as to place—a large northern city, a southern resort city, California, Florida, Texas, the Atlantic Coast, or, provided a boat of sufficient carrying capacity could be secured, a sea cruise in southern waters. Each member is asked whether he will attend, irrespective of place and whether he will pledge himself to send at least one representative.

Convention invitations, Mr. Wood announces, have been received from Asheville (N. C.), Atlanta, Atlantic City, Augusta, Buffalo, Biloxi (Miss.), Chicago, Cleveland, Columbus, Dallas, Detroit, Hot Springs in Arkansas and Hot Springs in Virginia, Jacksonville, Kansas City, Los Angeles, Memphis, Montreal, New Orleans, New York City, Philadelphia, Richmond (Va.), San Antonio, San Diego, San Francisco, Santa Barbara (Cal.), St. Petersburg (Fla.), St. Louis, Washington, D. C., and White Sulphur Springs (W. Va.). The members are asked in the questionnaire to indicate their preference.

#### Texas

WITHOUT doubt the semi-annual (summer) meeting of the Texas Warehouse and Transfermen's Association, held in the New Crazy Hotel at Mineral Wells, Aug. 18-20, will go down in the records as one of the largest and most constructive conventions ever conducted by this organization. The program was a long one and important, and the attendance was sufficient, amply to justify the length. When E. D. Balcom, Dallas, the president, called the meeting to order there were approximately a hundred men and women registered.

Mr. Balcom called on John H. Chamberlain, manager of the Mineral Wells Chamber of Commerce, for the address of welcome, and on William I. Ford, Dallas, for the response. Each person

in attendance was then introduced and the business program was started.

Mr. Balcom deferred his own report and called on Edward T. Keough, Houston, for his report, as secretary, of the annual meeting held at San Antonio in January.

Neill H. Banister, field secretary, retained under authorization from the San Antonio meeting, told of his struggles and problems in opening and sustaining the Houston headquarters office, from first to last the efforts Col. Banister had made in keeping up the office and in holding down expenses were only too evident. His sincerity of purpose was roundly applauded when his report was completed and every member present promised continued support. During his tenure of office Colonel Banister has visited all of the large cities of the State at least once, and some on several occasions. He has established a headquarters which will compare well with the dignity and prestige of the association. He has employed his sister as secretary in order to cut down expenses to a minimum and at the same time be able to accomplish more work.

How the office was started, the employing of Col. Banister, and other matters pertaining to this subject, were reviewed by Mr. Ford and other members of the special employment committee.

While there has been some trouble in financing the office due to some members not paying their dues, the committee is working on this problem and expects to have these difficulties ironed out in the near future. It is worth noting that Colonel Banister has sold both himself and his office to the association. There was not a member but who expressed satisfaction in the functioning of the undertaking.

Following Colonel Banister's report, President Balcom named the various convention committees. He appointed a resolutions committee, with Mr. Ford as chairman, to draw up a resolution on the death of S. J. Westheimer of Houston, who has passed away since the last meeting.

#### Membership

Considerable discussion was given to the problems of the membership committee. Various plans were discussed for increasing the membership and adjusting the dues so that the office of the field secretary may be sustained and so that important work now in suspense may be executed. The trend of thought was best expressed by statements from the various members:

Roy Binyon, of Fort Worth—"This office has proven its worth and it must stay"; K. K. Meisenbach, Dallas—"We have seen what can be accomplished through this office; now we must give it our full support"; Mr. Ford—"There is no question about the need of this office; what we must do is to complete plans for better cooperation with Col. Banister." Others voiced similar opinions.

The afternoon meeting started with a brief discussion by Gus K. Weatherred, Dallas, on "Merchandising." He was

followed by Chester B. Carruth, Chicago, actuary of the merchandise division of the American Warehousemen's Association, who explained the functioning of Tariff No. 9 as promulgated by the Illinois Association of Warehousemen and since adapted, in various forms, by other State and local organizations. Mr. Carruth illustrated his points by means of a blackboard and clarified some of the problems not understood by the delegates present.

L. C. Abbott, Fort Worth, opened the second day's first meeting with a discussion of the "Fallacy of Price Cutting and Permitting of Outside Agents to Name Our Storage Rates." He was followed by Mr. Ford, who considered "What Can Legitimately Be Accomplished by Cooperation in Selling Space?"

#### Long Distance Moving

These subjects completed that part of the program which had been postponed from Thursday, and the Friday morning subjects were next taken up. Roy Binyon, Fort Worth, made a brief report on long distance moving, and was succeeded by Henry Reimers, Chicago, executive secretary of the National Furniture Warehousemen's Association, who gave an interesting talk on inter-city removal problems and how to overcome them. Col. Banister, Mr. Meisenbach and M. E. Horner also gave reports of their observations of long distance moving.

Interesting facts were brought out on truck and tire costs by Don Saunders, president of the Merchants Fast Express Lines of Dallas, who is a recognized authority on these problems.

S. C. Blackburn, Kansas City president of the N. F. W. A., made some pertinent remarks at various times as different problems were brought before the meeting for discussion.

The length and importance of these subjects consumed more time than had been originally planned so that much of the program which was planned for the afternoon session was postponed until Saturday morning, when Mr. Meisenbach, as chairman of the committee of intra-city removals, started the meeting by reading a paper on this subject. Edward T. Keough, Houston, followed with a few brief remarks, as did L. G. Riddell, Houston, on "Practical Analysis of Truck and Equipment Costs in Intra-City Hauling"; John Parks, Dallas, on "Selling Equipment by the Hour"; W. H. Fry, Dallas, on "Some Studies Made by the Household Goods Committee of the Dallas Association"; and R. T. Strong, San Antonio, "Studies Made by the Household Goods Committee of the San Antonio Association."

The report of the committee on constitution and by-laws was put over until the next convention. A few remarks were made by Col. Banister, who explained that, after he had been in office awhile, he had found that there did not exist a real, up-to-date constitution and by-laws and that he had been working with the committee on such a project ever since.

Discussion following the report of the insurance committee, led by Gus K. Weatherred, chairman, developed that it was generally agreed that rates were much too high, and various means were suggested for lowering these or in creating a new means whereby coverage could be carried for a lower premium. The subject was finally placed in the hands of Col. Banister, to be taken up at the next meeting. In the discussion of business creation, President Balcom made a few suggestions for obtaining new business. The subject of long distance hauling was one which was given quite a little consideration, with various opinions that it was a coming industry of which advantage must be taken.

This completed the postponed part of Friday's program and Mr. Ford was called on to make the report of the legislative committee. He discussed in detail what this committee had endeavored to accomplish during the past six months, as well as the plans under way. T. L. Waugh, Houston, followed with some suggestions as to future legislation.

W. H. Fry reported regarding the work which had been achieved by the cooperative advertising of the Dallas local association, and likewise made suggestions for advertising which would bring results.

The executive committee made its report, through Mr. Ford. Nothing definite was done about the adoption of a code of ethics, this being put over to a later date.

As chairman of the resolutions committee Mr. Ford read a memorial on the death of the late S. J. Westheimer. It covered the life of the Houston warehouseman, telling of his early struggles and of his rise in the industry.

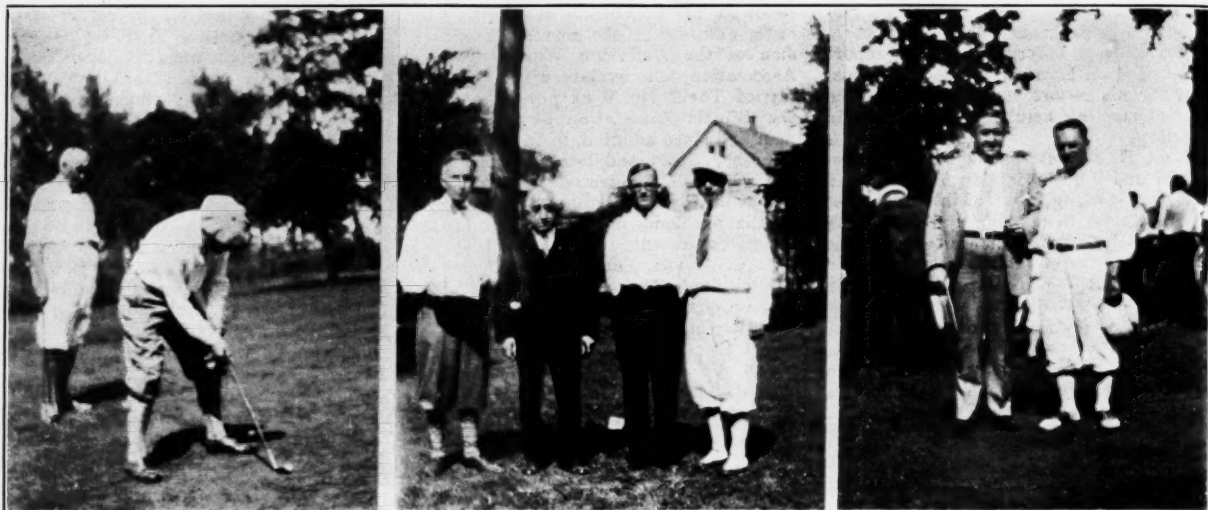
In closing the meeting President Balcom made an address in which he urged greater cooperation among the members, a closer alliance, and more effort in securing more members and in sustaining the purpose and dignity of the association. He reviewed the things which had been accomplished since Col. Banister has been inducted into office and pointed out that much more could be accomplished by continued work along the right lines.

#### Entertainment

With K. K. Meisenbach as chairman of the entertainment committee, the ladies were entertained at a Thursday bridge party on the mezzanine of the hotel. In the evening a chicken dinner was tendered the delegates at the Firemen's Club on Mineral Wells Lake. A horse-shoe pitching contest was held, with John Parks, Dallas, proving his heritage by winning first honors. K. K. Meisenbach was a close second. Following the chicken dinner and games, a watermelon party and band concert was enjoyed on Lookout Mountain.

On Friday, following the business session, a motor ride to Lovers' Retreat and to Inspiration Point was enjoyed. A motor ride and luncheon were given the ladies at the Country Club at noon. Friday evening the banquet and dance





Some snapshots at the annual outing of the Illinois Furniture Warehousemen's Association. Left, J. H. Troyer putting, with F. H. Hebard contemplating. Center, the association's officers—W. H. Collin, treasurer; A. H. Hollander, president; Earl Iredale, vice-president, and James L. McAuliff, secretary. Right, Fred Baier, Detroit, and "Tony" Verschoore

were held, the former being in the main dining room and the dance on the roof garden. On Saturday a theater party was given to the ladies.

—B. C. Reber.

### Illinois F. W. A.

THE annual outing of the Illinois Furniture Warehousemen's Association was held at the Evergreen Golf Club on Aug. 15, more than 100 persons attending. Golf, indoor baseball, running races, horseshoe pitching and a tug-of-war were entertainment features, and in the evening dinner and a cabaret show were held at Beverly Gardens. A. H. Hollander, Chicago, introduced a number of out-of-town guests, including P. J. Mills, Des Moines, Iowa; Fred Baier, Detroit; C. B. Hall, Danville, Ill.; J. F. O'Byrne, Champaign, Ill.; William Meinke, LaPort, Ind., and M. W. Fay, Fort Wayne, Ind.

In the golf tournament, the winners were Walter Thiebault, low gross, 77; James L. McAuliff, second low gross, 91; James Barrett, third low gross, 95; J. Hammond Birks, low net, 61; Mr. Ryan, second low net, 63; Frank Hebard, third low net, 72; George Anderson, fourth low net, 76; P. J. Mills, fifth low net, 68; booby prize, A. Braun, 165.

A baseball team captained by Earl C. Iredale defeated, by 4 to 1, a nine led by Lou David. The tug-of-war had ten husky piano movers on each side, and the ten on the winning side drew lots for the prize, a tow rope, which was won by Fred Baier.

### Pacific Coast F. W. A.

A RECOMMENDATION is to be made to the National Furniture Warehousemen's Association by the Pacific Coast Furniture Warehousemen's Association that legislation should be fostered by the National in all the States

to amend the uniform warehouse receipts Act by the addition of a lien clause similar to the one now in effect as part of California law. Decision to make this recommendation was acted upon affirmatively at the August meeting of the southern division of the Pacific Coast organization at the Elks Club in Los Angeles.

Several members reported at the August meeting that from correspondence with eastern warehouse companies it had been learned that there seemed to be an impression that the Pacific Coast members of the National had deliberately boycotted the National's summer convention, at Mackinac Island, Mich., in July. It was moved by F. R. Palmateer, Los Angeles, that the secretary, F. M. Brock, Glendale, be instructed to write to Ralph J. Wood, Chicago, secretary of the National, making it clear that there was no other reason for non-attendance except Coast members' individual decisions, based on their belief that the National's winter meeting had been decided upon as the principal meeting of the year and that the trip to the East was too expensive in time and money to be made twice a year.

### Minnesota

WITH an attendance of nearly sixty persons the Minnesota Warehousemen's Association held its third annual outing, from Duluth, Minn., to Port Arthur, Canada, and return, on Aug. 20. The business meeting took place at the Thunder Bay Golf Club in Port Arthur after a round of golf and the luncheon. Members and guests attended from Minneapolis, St. Paul, Duluth, Chicago, and Sioux City, Iowa.

During the business session some members of the merchandise division took exception to the free storage provision in the upper Mississippi barge line tariff, which it was declared competed

with rates at Duluth docks. Paul W. Frenzel, St. Paul, the association's president, appointed a committee, Ibar Spelacy and George Gohlke, to interview the barge line executives and report back to the merchandise division.

Reporting as chairman of the cold storage committee, Daniel Shirley explained how the Minnesotans' new cold storage tariff had been worked out, based on costs. He concluded:

"There is a surplus of cold storage space in Minnesota and if we did not know our costs, in the anxiety to secure business, we might have solicited business at rates which would not show us any profit, and even might result in heavy losses.

"This is especially so as regards advances on commodities in storage on which our customers want loans, and, using our combined judgment in the matter of loans, we believe that we are safeguarding the industry here and would like to see the warehouses in other cities with whom we compete put their loans on a safer basis; as, although we do not like to, we have to compete on the amount of advances which we are willing to make as against advances in other localities. . . .

"I believe that we in Minnesota have done more toward knowing our costs and the exchanging of information with each other than they have accomplished in Chicago. We are working together very harmoniously here and are giving each other the benefit of our experiences with various commodities insofar as temperature and humidity goes, and also exchanging information regarding various customers which we think our competitors should know."

On behalf of the household goods committee it was indicated by George A. Rhame, Minneapolis, the association's secretary, that an early meeting on estimating plan similar to the one in operation in Kansas City would be presented.

### Colorado

THE plan of the Colorado Transfer and Warehousemen's Association to increase attendance at its conventions by pro-rating the traveling costs was explained in detail by H. A. Haring in a recent issue of *Advertising and Selling*. New York, under the title, "Getting 90 Per Cent Convention Attendance." With the thought that the plan is worthy of consideration by other associations within the warehouse industry, Mr. Haring's text is reprinted herewith:

"State business associations everywhere face a common problem: how to draw a full attendance. For nothing so chills discussion as the sight of a sparse gathering of organization members and auditors. In addition lack of representative attendance prevents absolutely the launching of constructive plans for trade improvement.

"One association, the Colorado Transfer and Warehousemen's Association, has solved the attendance problem through the adoption of a simple plan. The plan was adopted in 1924, following a convention at which the small attendance threatened actual disruption to the association; but the results of the new scheme have been so effective and immediate that 90 per cent of the membership put in appearance at a recent convention.

"The plan, interesting to record, was recommended by a member who had seen the same scheme work successfully with his college fraternity, as applied to the national situation, in order to equalize the cost among colleges. Many a man will recall that the fraternity's annual convocation brought a flat assessment on the chapters, regardless of distance from the convention college, and then that 'all expenses were paid' by the national treasury for the two regular delegates.

"The Colorado plan is as simple. Upon selection of a convention city, the secretary prepares a schedule of railroad fares from each city within the State where a member lives. Figuring on the basis of one representative from each member-firm, the total railroad fares are averaged; to this average is added a sum of \$2 to cover convention entertainment. Every member-firm is thereupon assessed this sum whether or not represented at the convention. Those member firms whose fare is less than the average will pay to the treasurer the difference, while the treasurer pays a "rebate" to such members as have a fare higher than the average. Settlement of differences is made at the convention, except for collection from non-attending members.

"A striking feature of the equalizing plan is that 'it costs a member as much to stay at home as it does to attend.' If, further, a member drives to the convention city, his doing so makes no differences, for he still participates in the 'collection,' or the 'rebate' as outlined in the scheme.

"Inasmuch as such a plan lays an obvious burden on members who reside in

the centrally located cities (Denver, Colorado Springs, Pueblo) where most memberships exist and where conventions tend to meet, the first procedure was to insure cooperation of the member-firms of these three cities.

"The plan, according to the president of the Colorado association, 'has had a very stimulating effect upon attendance, and it has made it possible for many small warehousemen distantly situated to attend our meetings.' Of the financial feature, it was stated:

"We have had no particular difficulty in collecting the average fare assessment. There are always a few members on the delinquent list, but usually they are also delinquent in their dues and are eventually dropped from the roster. To date the treasury shows a nice little surplus of several hundred dollars which has accumulated since the plan went into effect. In time, this surplus can be used to lower the average fare for future conventions."

### California

THE SHIPPING REGISTER, an influential San Francisco weekly devoted to maritime interests, recently published the following sketch of John Wesley Howell, new president of the California Warehousemen's Association:

"Tombstone is the country seat of Cochise County, Arizona. It is situated in that sun-baked region near the Mule Mountains, made famous by the escapades of Wild West desperadoes. Stories are still told about the gang fights and gun duels that echoed through the narrow streets of the town at one time. Even today weather-marred wooden structures and creaky, loose-hinged saloon doors seem to hold a sinister secret all their own. Just a few miles south of Tombstone is the copper mining town of Bisbee. It was here, in 1889, that John Wesley Howell, secretary and general manager of the Haslett Warehouse Company, was born.

"Mr. Howell spent the first eight years of his life in this historic hill country. With youthful curiosity he watched those gaunt, capable, valiant pioneers and learned their code of masculine bluntness and honesty.

"In 1896 he moved with his parents to Los Angeles, where he went through primary and high schools. He entered Stanford University, in the College of Law, and was graduated with the Class of 1912. Among his college activities, Mr. Howell was editor of his class issue of the Stanford *Quad*.

"Returning to Los Angeles, he opened law offices and continued with his practice until the entrance of the United States in the World War. Following a period of duty in American training camps, he came to San Francisco and joined the Haslett Warehouse Company as assistant secretary.

"Mr. Howell is president of the California Warehousemen's Association and has been an active member of the organization for the past six years. His intimate knowledge of California laws

and legal procedure has been of considerable benefit to development of the warehouse industry. The activities of the California Warehousemen's Association, the broad scope of its endeavors and the progressive policy and stabilization plan it has adopted are aiding in a large measure to better organize the industry and are of considerable benefit to carriers and shippers.

"In speaking of the warehouse business, Mr. Howell says it has been influenced to a great extent by the increasing intercoastal and coastwise traffic. When sailings to and from Pacific Coast ports were only monthly or less frequent than that, large cargoes would lie in warehouses for a long period of time. But today, with rapid transit and frequent sailings, the complexities of this business are rapidly increasing. Greater space is being demanded, but shipments, though more frequent, are smaller and commodities more numerous. This brings up the question of fumigation. With greater varieties of cargoes, different species of pests are discovered. Each of these demands, a different exterminator, for what might destroy one might feed the other. The association is giving particular attention to this pertinent question of fumigation.

"Mr. Howell is married and spends most of his time, when not at his office, with his boy and girl. He is a member of the Presidio Golf Club, but declares that his penchant at the moment is radio. He has built an instrument himself with the aid of a soldering iron and a screw driver, he remarks, but which is really held together by friction."

### Ohio A. C. H.

THE legislative committee of the Ohio Association of Commercial Haulers, together with the officers, have decided on a radically different plan to secure proper protective and remedial legislation at the hands of the Ohio General Assembly, with reference to the duties and powers of the Ohio Public Utilities Commission to regulate haulers operating under certificates issued by the Commission.

Heretofore it has been the policy of the Ohio association, which includes leading warehouse companies, to cooperate with the Ohio Motor Bus Owners' Association, as the original public utilities law included both commercial haulers and motor bus operators. But as controversies developed and situations arose, it was realized by the haulers that the interests of the two groups were opposed in many ways. It was seen also that regulatory measures could not be made to apply to both groups without inflicting grave injustices and inconveniences on one or the other.

As a result of these developments it is announced by Frank E. Kirby, Columbus, secretary of the Ohio Association of Commercial Haulers, that the policy of the association will be to prepare, and fight through the coming Legislature, a bill which will separate the two groups and give the commercial haulers needed

relief from alleged oppressive rulings by the Public Utilities Commission.

It is pointed out by Mr. Kirby that the development of the businesses of commercial hauling and operating motor busses are along different lines. Commercial hauling is more of a personal matter, where the haulage company, through its service and by catering to the special needs of its clients, can build up a business that motor bus operators cannot do. In other words, haulers who know the consignees and the character of the freight handled can give better service than a newcomer in the field, whereas any bus company, operating clean busses, with efficient drivers, can attract the passengers who desire transportation.

Inasmuch as the rules of the Commission require any hauler desiring to increase his equipment on a certain route to prove, in case the application is protested, public convenience and necessity, such rules are said by the haulers to be unreasonable. The State Supreme Court has held that, in order properly to prove convenience and necessity, it must be shown that all existing modes of transportation over the route are inadequate. Where there is a traction line, hauling freight, it has been found virtually impossible for a hauler to prove such convenience and necessity.

The plan of legislation to be requested falls along the line of more reasonable regulation. It will seek to permit a haulage company to put on more equipment without having to run the gauntlet of the Commission—the same rules that govern steam and electric transportation lines. A determined effort will be made to secure the remedial legislation at the next session of the Ohio Legislature.

#### Notes

W. O. Roberts, manager of the Portland (Ore.) Draymen and Warehousemen's Association, has been made secretary and treasurer of the Rose City Traffic Club, recently organized by Portland's transportation interests. The board of governors includes C. T. Spooner of the Truck Terminal Lines.

The Los Angeles Transfer Co., Los Angeles, has been elected a member of the Pacific Coast Furniture Warehousemen's Association.

The Fidelity Storage & Warehouse Co., L. M. Robertson, manager, of Orlando, Fla., has been elected a member of the Southern Warehousemen's Association.

Shepard Warehouses, Inc., New York, has been elected to membership in the Warehousemen's Association of the Port of New York.

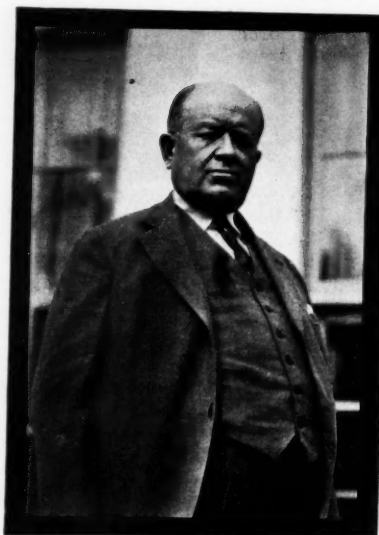
The Price Warehousing & Distributing Co., established on June 1 by Harry L. Price, has been elected to membership in the merchandise division of the American Warehousemen's Association.

The semi-annual meeting of the Missouri Warehousemen's Association, on Oct. 21 and 22, will be held at Joplin, instead of Springfield, as previously announced in *Distribution and Warehousing*.

## E. H. Depenthal Dies of Pneumonia at Toledo Home

THE public warehouse industry lost one of its best known executives on Sept. 10 when E. H. Depenthal, proprietor of the Depenthal Truck & Storage Co., Toledo, Ohio, died at his home in that city after an illness of only a few days. On Tuesday, the 6th, he contracted a severe cold, and on the 8th pleural pneumonia developed, and he died at 8 o'clock in the morning two days later.

Mr. Depenthal had been engaged in the trucking and storage business for thirty-five years. The company which bears his name he developed from one started by his father in 1855. Buildings and yards for storage of merchandise,



*E. H. Depenthal, Toledo storage executive, who died on Sept. 10. Snapshot taken at Biloxi convention of National Furniture Warehousemen's Association in January*

household goods, oils and other commodities provided his enterprise with more than 75,000 square feet of space, largely the result of his business genius throughout three decades. His office was at 108 Summit Street.

"Ed" Depenthal was a picturesque figure whose face and fellowship were familiarly known at conventions of the industry's trade associations. He was a member of the National Furniture Warehouse's Association, the American Chain of Warehouses and the Ohio Warehousemen's Association. His favorite pastime at the National's gatherings was horseback riding. He attended the National's summer meeting at Mackinac Island, Mich., in July and was in excellent health.

The widow was Miss Sara Murdoch, sister of David V. Murdoch and Edward A. Murdoch, owners of the Murdoch Storage & Transfer Co., Pittsburgh.

Mrs. Depenthal is an accomplished singer and has frequently entertained with vocal selections at the National's winter conventions.

Mr. Depenthal's body was buried in the Forest Cemetery in Toledo. The pallbearers were: E. H. Lee, secretary of H. C. Lee & Sons, Toledo; H. L. Drew, president of the H. L. Drew Cartage & Storage Co., Toledo; O. A. Bay, president of Toledo Terminal Warehouse, Inc., Toledo; W. J. Thompson, manager of the General Fireproof Storage Co., Toledo; T. T. McGettigan, Toledo, and T. Y. Leonard, warehouse operator of Detroit and Buffalo. The honorary pallbearers were: A. W. Neal, president, and C. J. Neal, treasurer, of the Neal Fireproof Storage Co., Cleveland; F. L. Bateman, Chicago, president of the Trans-Continental Freight Co., and a past president of the National Furniture Warehousemen's Association; William R. Hoag, Chicago, of the Trans-Continental Freight Co.; Ralph J. Wood, president of the Lincoln Warehouse & Van Co., Chicago, and secretary of the National Furniture Warehousemen's Association; James F. Keenan, president of the Haugh & Keenan Storage & Transfer Co., Pittsburgh, and president of the Pittsburgh Furniture Storage & Movers' Association; James D. Dunn, president of the Riverside Storage & Cartage Co., Inc., Detroit, and president of the Michigan Furniture Warehousemen's Association; John F. Ivory, president of the John F. Ivory Storage Co., Inc., Detroit; W. C. Rathbun, president of the Rathbun Cartage Co., Toledo; H. H. Townsend, general manager of Mr. Rathbun's company; Charles S. Turner, president of the Moreton Storage Co., Toledo; and John Schlacter, Samuel Jordan and Earl Newcomer.

It is announced that Mr. Depenthal's business will be continued by his heirs.

#### H. S. Caverly Dies

Herbert S. Caverly, owner and manager of the West Seattle Transfer & Storage Co., Seattle, died suddenly of heart disease while in a barber shop on the evening of Sept. 6. He was 45 years old. He was a member of the Truck Owners' Association of Seattle, Inc., and of the Free & Associated Masons, Order of the Eastern Star and Knights of Pythias. Mr. Caverly is survived by his widow, Freda Caverly, and his mother and four brothers.

#### Federal Succeeds Street Corp.

The name of the Street Warehousing Corp., Houston, Tex., has been changed to the Federal Storage Co., a new organization which, formed to take over the former concern, is capitalized at \$100,000. The officers of the new company are W. T. Carter, Jr., president; C. S. Hackney, vice-president; Y. M. Holston, secretary-treasurer; and J. E. Bragg, traffic manager. The board of directors comprises the foregoing and G. C. Street, Jr., R. D. Randolph, R. F. Crow, W. A. Sherman and Winston Carter.

The company has four warehouses with siding on the Southern Pacific tracks, in addition to a half-mile of private spurs for the distribution of car lots.



## Developing New Business— Storage of Office Records

(Concluded from page 14)

The warehouseman who seeks this type of business must remember the conditions that surround it. He must have a clean house, fireproof, vermin-proof; it must be accessible to the downtown business sections; he must provide for quickly conducting "representatives" to their sections in the warehouse; he must be constantly on guard to see that they observe the "No Smoking" regulations.

He ought to watch the rates he quotes. It is space rental. But, unlike space rental for merchandise, the warehouse can expect no handling or trucking, except the initial handling into store. *The goods have no turnover.*

The rate quoted should, therefore, contemplate that the rental is all the warehouse will get from the account. Quotations should be made accordingly—rather higher than space rentals to ordinary accounts where the warehouseman looks to other sources of revenue.

In all the principal cities some storing of records is found with public warehouses. Several houses specialize on this business. Taking the country as a whole, however, it is an undeveloped source of new business—fully as attractive as the safe deposit business which ten years ago was a mere nothing and which today employs millions of capital. Yet the "safe deposit company" is nothing but a public warehouse for "valuable papers."

The storing of "old records" offers greater bulk than valuable papers; it does not carry the risk; but in other respects it is much similar. Record storing, moreover, is a business that may be developed both by furniture warehouses and merchandise ones.

It is altogether probable that every major city will, within five years, see specialized warehouses constructed for the sole purpose of "storing office records."

### Novel Auto Gear Invented.

An automobile gear device, which does away with the engine fly-wheel, the clutch and the differential has been invented in England, the Department of Commerce is advised by the vice consul at Newcastle-on-Tyne, D. B. Levis. The report follows in full text:

"A British inventor at Newcastle-on-Tyne has evolved an automobile gear device which does away with the engine flywheel, the clutch and the differential.

In order to change gear a rocking pedal is provided, the gear being thus increased, or raised, to whatever is the capacity of the engine. By the pressure of the heel instead of the toe, the gear is reduced in the same way. By the simple movement of a small lever on the dashboard the gear can be placed in neutral immediately. This lever has forward, neutral, and reverse positions. It is impossible for the car to run backward down a hill when the gear is in a forward position. If the car should run away through the brakes failing on de-

scending a steep hill, the gear can be put into reverse and the back wheels locked at any given moment.

"The novel differential action of the gear renders it possible to drive this car with one of the wheels entirely off the ground; in other words, one wheel never wants to overrun the other when it comes off the ground. Thus, when traveling over a hump road there is no momentary loss of driving effort if one of the two wheels comes off the road, yet a correct differential action is obtained on both back wheels. The new gear has fewer working parts than the ordinary type and runs entirely on roller and ball bearings, being suitable for transmitting even greater powers than are needed in motor car service."

### Mooney Expands to Bridgeport

The Hartford Despatch & Warehouse Co., operated in Hartford, Conn., and Springfield, Mass., by Edward G. Mooney, has purchased the property of the Connecticut Warehouses, Inc., at 1337 Seaview Avenue, Bridgeport, Conn. The Bridgeport plant is now known as the Hartford Despatch & Warehouse Co., Bridgeport Division. The building is a fireproof one with private siding and dock facilities, and there will be daily distribution service by rail, motor truck and trolley to Connecticut points.

### Federal Opens in Detroit.

The Federal Warehouse Co. has opened a merchandise storage and distribution business at 5620 Federal Avenue, Detroit. The building contains approximately 30,000 square feet of floor space and is situated on the main lines of the Michigan Central and has siding accommodations for ten cars. W. J. Burton is president of the company.

### Regina, Sask., Blaze

Fire caused an estimated loss of \$125,000 in the warehouse of the Security Storage & Transfer Co. at Ottawa Street and Eighth Avenue, Regina, Sask., Canada, on Aug. 5. The firm is a subsidiary of Smeed's Security Storage, Ltd.

According to information received by the local authorities, some one lit a match on one of the floors where \$37,000 worth of binder twine was stored, and spontaneous combustion resulted.

## Chapter XIX of Aspinwall Volume: The Receipts Act

(Concluded from page 21)

SEC. 60.—*Inconsistent Legislation Repealed:* All Acts or parts of Acts inconsistent with this Act are hereby repealed.

SEC. 61.—*Time When the Act Takes Effect.* This Act shall take effect on the ..... day of ..... one thousand nine hundred and .....

SEC. 62.—*Name of Act:* This act may be cited as the Uniform Warehouse Receipts Act.

## Out-of-Door Advertising Signs and the Motorist

(Concluded from page 19)

ments out about three feet in the middle. This provides a triangle with the wall of the building and two faces are at an angle to the street, as may be noted in diagram C. We must remember also that, because of the large number of closed cars in use, and the increasing number of machines equipped with sunvisors over the windshield, the motorist's vision upward is restricted, and, while we should present the sign in a manner as will be visible up and down the street, we must not place it too high on the wall of the building and force the motorists to distort their necks in an effort to peer upward and outward and at the same time keep steering their machines in a safe course in the traffic.

### Truck Speed Regulator

Under the auspices of the New York Motor Club a demonstration was given on Aug. 17 of a French invention known as a monoblock, a device to regulate the speed of motor vehicles. The instrument was attached to a 1½-ton Garford truck, regulated first to a maximum speed of twenty miles an hour and then altered to a maximum capacity of twelve miles an hour.

The speed regulating system is similar to that of governors which have been used for several years by owners of large motor truck fleets and which, in some Southern States are required by law to be fitted to motor trucks. When the device is regulated to a certain definite speed, the driver can never increase it. The value of the apparatus for motor trucks is that it prevents wear and tear on the motor caused by frequent changes from low to high speeds, and also by preventing wastage of fuel, reducing the consumption of gasoline, it is said, from 15 to 18 per cent.

The monoblock weighs about 2½ pounds, including the cast aluminum inclosure, and is attached between the intake manifold and the carburetor. It is the invention of L. Ferrette and was brought to America by George Lubraski for use on American cars.

### Washington Security Adds Lift Vans

The Security Storage Co., Washington, D. C., has recently built in its own shops one wooden lift van of 800 cubic feet capacity. This will be followed by others.

Meanwhile the company has placed an order for six steel lift vans exceeding 800 cubic feet capacity. These will be delivered in November.

### Held Succeeds Delgado

H. L. Held has succeeded E. C. Delgado as traffic manager of the Federal Match Corporation, Chicago. Mr. Held was formerly traffic manager of the western division of the Johns-Manville Co.

## Business Caution Advised By Babson at Conference

THE immediate outlook for business is good, Roger Babson told the delegates to the annual National Business Conference at its opening session at Wellesley Hills, Mass., on Sept. 10. He strongly advised conservatism, both in business and investments, during the next year, drawing his conclusion from the trends of the business factors now.

"A condition exists in the business world today that has never before existed since statistics on business conditions have been available," Mr. Babson said in part, "I refer to the fact that we are in a period of declining interest rates, which heretofore has never been followed by a panic; and at the same time are in a period of declining commodity prices, which heretofore has never been followed by good times. That is, economic history shows that it has always needed high interest rates to bring on a panic, that it has always needed increasing commodity prices to bring on prosperity, and that the two factors have never before existed simultaneously. Yet today we have the apparent paradox of low interest rates and declining commodity prices.

"The reason for this unusual situation is that there is today in the United States an excess of everything except religion.

"There is an excess of gold, which is the basic cause of present dangerous inflation; there is an excess of manufacturing capacity, which is the cause of present severe competition; there is an excess of copper, lumber, oil, coal, rubber and other raw materials which is upsetting commodity markets.

"The volume of business today is good, but competition is so severe and efficiency so low that profits are small. Statistics indicate that this same condition will extend into 1928.

"Apparently a definite turn downward in volume of new building is under way. The current drop in building permits to about 20 per cent. below a year ago shows what must be expected for 1928 in house building. Home building is on the wane.

"The Central West and Northwest districts are expected to make a good showing in 1928 because of crop optimism. The South also promises some increase in building as a result of higher cotton and corn prices.

"The closest estimates of consumer buying power for 1928 point to an average about 5 per cent to 10 per cent under 1927.

"The total value of crops this fall should be larger than a year ago, but this increased buying power will be concentrated in not more than half of the agricultural States. Business men should plan for substantial improvement in 1928 in the following States: Nebraska, North Dakota, South Dakota, Montana, Washington, Oregon, Texas, California, North Carolina, South Carolina, Georgia, Alabama and Oklahoma.

"In the industrial sections the best outlook for 1928 is in New York, Pennsylvania, Connecticut, Massachusetts and

Ohio. There will be wide differences between various sections this fall, and it is more important than ever to fit sales and collection campaigns to these local conditions.

"The failure situation looks much better at the moment. I doubt if any banking measures will entirely stabilize the level of commodity prices.

"I see no reason why there should be any wage increases during 1928. Yet, of course, there will be many. In view of the outlook for easy money, I expect a good bond market the rest of the year and into 1928.

"We are in a period when wise manufacturers, merchants and investors will get out of debt and store up their resources. If enough men will do this, normal conditions could continue and such readjustment as is necessary could be so spread out over a long period as to do no one any harm."

## William T. Bostwick a Benedict

WILLIAM TITUS BOSTWICK, president of the Thomas J. Stewart Co., household goods warehousemen in New York City and Jersey City, was married on Aug. 31 to Mrs. Virginia Dodd Winpenny. The wedding took place in Montclair, N. J. Mrs. Bostwick is the daughter of Mr. and Mrs. Robert Pierce Dodd.

Mr. Bostwick is a director of the National Furniture Warehousemen's Association, secretary of the New York State Warehousemen's Association and of the New York Furniture Warehousemen's Association and is a past president of the New Jersey Furniture Warehousemen's Association.

## Gallagher Provides More Space

Anticipating the need for greater storage space in view of the coming moving season, the Gallagher Transfer & Storage Co., New Orleans, has provided additional room on its first floor. The new space is designed particularly for short time accounts where patrons leave their furniture for a few weeks while arranging for new quarters.

Every effort is being made by the moving company to spread the strain of the concentrated moving season. The comparatively quiet summer months have yielded some spare time which has been put to account in getting equipment ready, with the fleet of trucks overhauled and put into condition for Oct. 1. The company believes this will obviate overtime for equipment repairs when the actual strain is on.

The company is not using the truck-load system of estimating, but a price is named on the job of moving the entire lot of furniture, regardless of the number of trucks required. This system has been arrived at because of varying capacities of trucks.

## Ruggles and Graham Bros. Announce New Motor Trucks

(Concluded from page 17)

erate engine speed for fast, long runs. The recently introduced new four-cylinder engine in the lighter capacity models also has the advantage of moderate speed in fast service. Thus speed and economy are both served.

"Four features of the new six-cylinder truck are particularly important and warrant detailed description. They are the engine, a four speed heavy duty transmission, four-wheel hydraulic brakes and remarkably low prices.

"The design of the six-cylinder engine is inherently consistent with Dodge Brothers' reputation for building for accessibility and stamina. The seven-bearing crankshaft alone is an important feature for the rugged service demanded in motor truck operation. It weighs 69 pounds and is machined all over. The connecting rods of chrome-vanadium steel and pistons of light alloy give the strength and snap desired in the modern motor truck. Modifications in the manifolding, elimination of the thermostatic control, and the intake heat regulator controlled from the driver's seat, which are used in the Dodge Brothers' six-cylinder passenger car, together with the use of a special carburetor jet and a special truck type fan, have been slight changes to adapt this remarkable engine to truck service. The use of this engine provides ample power and speed to meet the demands for fast travel and pulling ability."

The three chassis types are priced from \$1,595 to \$1,665, as follows: 2-ton road builder's dump truck of 114-in. wheelbase, \$1,645; standard chassis with 137-in. wheelbase for 9-ft body, \$1,595; standard chassis with 162-in. wheelbase for 12-ft. body, \$1,665.

## Ford Model Soon

THE Ford Motor Co., Detroit, has announced that the new Ford model will be placed in production in the fall. It will embody the same principles of motor and chassis as the new passenger car, and will replace the present Model T Ford vehicle. It will have double the horsepower of the present model and, like the Ford car, will be equipped with improved cooling and ignition systems and new steering and transmission mechanisms. The manufacture of replacement parts for Model T trucks will be continued as long as there is any demand for these parts.

The coming vehicle is a development of the same series of experiments which brought the new Ford automobile. For several years Ford engineers have been studying changing conditions.

## Plane Named "Amy Redman"

An airplane purchased recently by the Flying Club of Utah has been named "The Amy Redman" in honor of Mrs. B. F. Redman, president of the Redman Fireproof Storage Co., Salt Lake City. Both Mr. and Mrs. Redman are fliers.

## Old Family Album Unfolds Career of S. C. Blackburn

(Concluded from page 24)

telephone number, Victor 0123—written "Victor oh 123"—it is featured in all of the firm's advertising, and is a distinct part of the personality of the company. As the three warehouses of the A-B-C were erected they were designated as Warehouse A, Warehouse B and Warehouse C.

It is an interesting commentary on the systematic methods which Mr. Blackburn has employed in the development of his business that from the time it was suggested by a member of the company that the telephone number 123 would be an effective tie-up with the name A-B-C, he never stopped until he secured it, although it took more than two years, and considerable money, before the firm using the number consented to give it up.

### A Water Carrier at 7

Mr. Blackburn is from good American stock. He was born at California Junction, Iowa, a city which he describes as having had a population of four in those days, and which has since attained the size of forty. He spent his early childhood in this small community, in the days of the wood-burning locomotives, and enjoyed all the pleasures of the small boy in a country town, from carrying a red flag on auction day to driving a grocery wagon "just for the fun of it." At the age of seven he got his first job, carrying water for a ditching gang, which brought the doubtful remuneration of 50 cents a week. Mr. Blackburn remembers very distinctly, however, that his first suit of store clothes was purchased with these earnings, so apparently the faculty for saving was rooted in this lad at a tender age. When he was ten years old, his family, consisting of his father, mother and two brothers, migrated to Fort Scott, Kansas, where he went through the various school grades and finished one year in normal college before entering the service of the Adams Express Co.

From that first \$50,000 investment the A-B-C Fireproof Warehouse Co., under the guidance of Mr. Blackburn as president, has grown to be a \$450,000 corporation, comprising in the four plants 155,000 square feet of storage capacity, and operating ten trucks. In 1910 the first unit of Warehouse B, at 3314 Main Street, was completed, 50 by 75 feet in size and four stories high. The following year Warehouse A was doubled in capacity, and during the next five years Warehouse B was trebled in capacity, reaching its present size of six stories, 75 by 100 feet. In 1918 the A-B-C built its third depository, Warehouse C, at Linwood Boulevard and Prospect Avenue. In 1923 the household goods warehouse of the D. A. Morr Transfer & Storage Co. was taken over by the A-B-C.

Continuing the role of pioneers in the household goods warehousing industry in Kansas City Mr. Blackburn's company was the first to locate warehouses

in residential sections of the city—another proof of the business foresight of this storage executive. Believing that the place for household goods warehouses was near the source of business, Mr. Blackburn chose strategic locations on some main stream of traffic, yet near residential centers, always with the idea in mind that the warehouse building itself would serve to familiarize the public with the identity of the company. All four plants of the A-B-C are of reinforced concrete construction.

Associated with Mr. Blackburn is O. W. Thomas, secretary-treasurer of the company, who came with the company a year after its organization. Mr. Thomas also had been with the Adams Express Co. before entering the warehousing industry.

Perhaps an even better key to Mr. Blackburn's success may be gained by a glance at his association activities, to which he has devoted much of his time to the good of the industry and the promotion of cooperation among the members of the industry. Just one year after he entered the household goods warehousing business Mr. Blackburn attended his first convention, in June of 1909, which was the second convention of the Illinois Furniture Warehousemen's Association, held at Oconomowoc, Wis. When the National Furniture Warehousemen's Association was organized, in the summer of 1920, Mr. Blackburn was made a director, and he has been an officer of the association ever since. In July, 1926, he was elected president.

Since attending his first association meeting in 1909 Mr. Blackburn has missed only two yearly meetings. In 1910 he attended his first New York Furniture Warehousemen's Association convention, at Block Island, R. I., and he numbers among his valued possessions two pictures taken at that convention, one of which is indisputable evidence that the New York warehousemen back in 1910 were good fishermen.

His election as president of the National Furniture Warehousemen's Association, the highest possible tribute of the members of his industry, is proof of the real quality of Mr. Blackburn's achievement in the field of household goods warehousing.

### Wool Warehouse for Los Angeles

Plans for the construction of a \$200,000 warehouse, with a capacity for 3,000,000 pounds of wool, in Los Angeles are being formulated by the Western Wool Exchange, Inc., according to W. J. McCravi, president of the exchange, who stated that establishment of such a warehouse would center the Pacific Coast Wool trade at Los Angeles and make the city a world wool market.

### Grant Orth to Build

Grant Orth, owner of the Orth Van & Storage, Pasadena, Cal., has taken out a permit to build a warehouse, 51x85 ft., at 234-240 West Colorado Street, to cost \$40,000.

## Federal Warehouse Loans Total \$500,000,000 Yearly

CREDITS extended with Federal warehouse receipts as collateral are estimated by the Department of Agriculture as more than \$500,000,000 annually, according to an estimate made public by the Department in Washington on Sept. 14. The text of the statement reads:

"Utility of the Federal Warehouse Act as the basis for farm credits has been demonstrated, the United States Department of Agriculture believes, by several years of active operation. One of the first important uses of this instrumentality came in 1921 when a cooperative cotton growers' association applied to the War Finance Corporation for a large loan based on warehouse receipts issued under this Act. No figures have been compiled as to the exact extent of credit made available in this way, but a conservative estimate places the amount as considerably more than \$500,000,000 annually.

"Growers of staple crops not only enjoy more credit, but also the desirability of this form of collateral makes loans available at decidedly better interest rates than prevail for receipts from warehouses that do not qualify under the act. A concrete instance is the case of a dried-fruit growers' organization reporting to the division of warehousing that it was able to get money for 2 per cent less than it could on the former type of collateral.

"H. S. Yohe, chief market specialist of the Department, concludes that the Federal Warehouse Act 'has already accomplished the purposes of the framers of the law. It has made sound, orderly marketing possible. It has opened new avenues of sound credit to the farmer and others handling agricultural products.'"

### Oregon License Fee

Certified public motor freight carriers of the State of Washington who enter the State of Oregon on business will have to pay Oregon approximately \$7,000 a year under the new regulations issued by the Oregon license department to the effect that such carriers from Washington must pay the Oregon license fee, it was estimated at a recent conference of officers of the Washington Motor Freight Association of Tacoma and Washington State officials, held in Olympia.

The association representatives declared the Washington carriers were willing to pay the Oregon license fees provided also that all motor freighters, whether certified or not, be required to pay.

It was pointed out that all carriers had to pay, this would catch the "wild cat," as the certified freighters call the trucks which make low prices on goods on occasional trips, whereas the certified freighters have to stick to their filed tariffs.

The Washington certified freighters wants Oregon delivery trucks entering Washington to pay license fees also.



## Judson Company Is Sold; W. J. Riley Now President

**A**NNOUNCEMENT is made by Robert Somerville, president and treasurer of the Judson Freight Forwarding Co., and David Bowes, vice-president and secretary, that "we have sold our stock and good will to a strong group of Chicago business men representing large financial interests." The statement adds:

"You will, we believe, be interested in knowing that the new owners have elected as president Walter J. Riley, formerly vice-president of this company.

### Somerville and Bowes Retire

"We are voluntarily retiring from all active connection with the company. While our own personal interests have been the actuating motive in this, it is pleasing to us to know that no other changes are contemplated in the staff of the company, whose efficient work in the handling of the business has, we feel sure, been recognized and appreciated. We feel that the services which will be rendered by the new management will meet all requirements."

Mr. Somerville's retirement was of date Aug. 31 and Mr. Bowes' as date of Sept. 30.

Mr. Bowes has long been a familiar figure at conventions of the warehouse

trade associations and has taken an active part in promoting the industry's development. For a number of years he has served capably as chairman of the traffic committee of the National Furniture Warehousemen's Association. It was largely through his effort that a close cooperative relationship was established between the National and the American Railway Association, an arrangement which has done much to effect better packing of household goods shipped by rail, leading to fewer claims for loss and damage on such shipments.

The Judson Freight Forwarding Co., with headquarters offices at 140 Dearborn Street, Chicago, was established in 1900. Its executive officers have been ardent advocates of the value of trade associations and the company is identified with the National, the American Warehousemen's Association, the Canadian Storage & Transfermen's Association and with various State and local organizations. The company maintains offices in many cities, including Los Angeles, San Francisco, Boston, Detroit, St. Louis, New York, Philadelphia, Pittsburgh, Milwaukee, Cleveland and Kansas City. Its business is forwarding foreign and domestic freight.

The Judson company was recently incorporated, under the laws of Delaware, to engage in transportation, with a capitalization of \$500,000.

## Life of Charles R. Saul Is Told in Old Family Album Sketch

(Concluded from page 25)

for the Prevention of Crime.

Mr. Saul is married and has one daughter and three grandchildren. He is fond of travel and, although his interest in business affairs still is so keen that he puts off retiring from one year to the next, he manages to find time to slip away now and again on a trip to Europe, Alaska, California, Florida or the West Indies.

Looking back over his long years in the industry, Mr. Saul recalls that it was smooth enough sailing at first, even while operating on a slender bank balance. There was always business. Friends were never lacking, either—and friends, Mr. Saul declares, are worth much more in conducting a business than shrewdness or keen practices. His own philosophy has been to conduct the enterprise with which he has been connected along strictly ethical lines, and he has always made it a matter of principle to stand by a contract, verbal or otherwise, whether made by himself or an employee, and no matter what the cost. "Reputation means more than money," is one of his favorite maxims, and if the money has piled up as well—as much the better.

## Truck and Trailer Make 4-Hour Job in Transferring Vault Vestibule

**T**RANSFERRAL of a vault vestibule weighing 35 tons, from a railroad siding to the location of the new Canal Bank Building in New Orleans, was a recent problem which confronted the Dennis Sheen Transfer, Inc., of that city—and was solved with a 20-ton four-wheel drop frame Highway trailer with a White 5-ton truck as motive power. Exactly four hours was the time required for the job.

"The platform of the trailer," to quote G. L. Sheen, president and general manager of the transfer company, "was raised to the level of the flat car by placing four 6-by-8-foot timbers across, and 18-inch-by-12-foot timbers lengthwise on the trailer platform. These timbers were also so placed that the weight of the load was distributed over the trailer, as we had a load that weighed upward of 35 tons and our Highway trailer was only of a rated capacity of 20 tons.

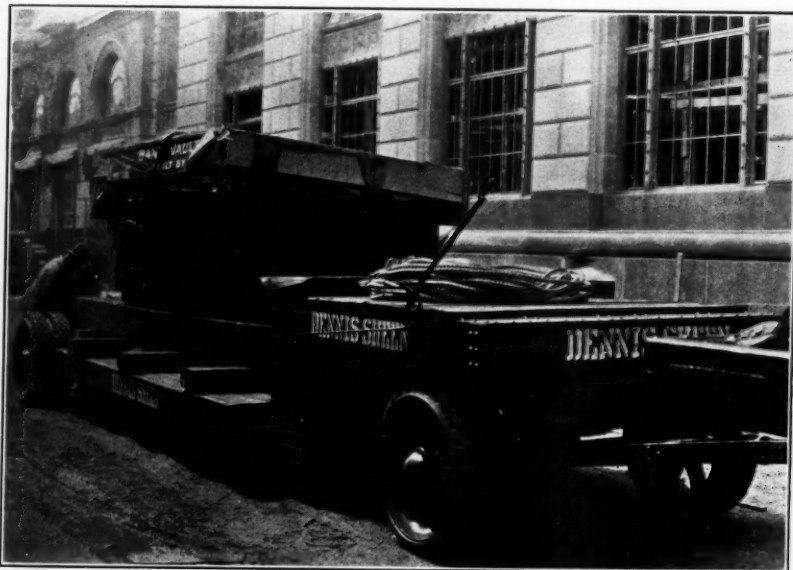
"When the trailer was ready to receive the load, the vault was jacked up and rolled on heavy 4-foot steel rollers from the car to the trailer. Steel plates were placed both on the car floor and on the timbers to serve as a smooth surface for the rollers.

"The trailer with its load was then pulled by a 5-ton White truck from the railroad to the job, a distance of approx-

imately one-half mile, in fifteen minutes.

"Although the trailer is spring-equipped in front, the spring depression with this great overload was so slight

that there was no interference of the front wheels with the trailer frame, and a right angle turn was possible at all times."



With White 5-ton truck and Highway 20-ton trailer, New Orleans firm moves vault vestibule weighing 35 tons

## Army Fixes 75 Miles for Economical Truck Transport

Distribution and Warehousing  
Washington Bureau,  
1163 National Press Building

THE efficiency of motor truck transportation as compared with railroad transportation has been made the subject of a great deal of study by tacticians of the United States Army.

When the army uses motor trucks it uses them in fleets, as a rule, much larger than the usual commercial truck fleet, and small items of expense loom large in the aggregate. The American Army is always on the move. Both in peace and in war it is transferring detachments, companies, batteries, supplies and material over various distances and under all sorts of conditions. The officers of the quartermaster trains should know as much about economical truck transportation as managers of commercial truck fleets.

The unbeautiful olive drab truck of the "U. S. Q. M. C." is a familiar sight on all roads in the vicinity of army posts. The World War forced the truck on the army, and for a while it looked as though the railroad would be a minor factor in the transportation problems of future war games, but more recent studies have laid down a definite field of operation for the army motor truck.

Seventy-five miles is the limit fixed by army transportation authorities within which the motor truck can operate more efficiently than the railroad. For longer hauls the tacticians plan on using the railroad whenever possible. Tests have shown the truth of the dictum of the Infantry Field Service Regulations, which states that "Rail transportation is usually a controlling factor in military operations; all other means of transportation are usually supplementary thereto." The army does not see the truck as a competitor of the railroad; it uses it to supplement and extend rather than to duplicate rail services.

The General Service School maintained by the army at Fort Leavenworth, Kan., is where the infantry learns most about the war game. Major W. M. Robertson, infantry, instructs his junior officers detailed there in the problems of military transportation and part of his course deals with the limits of motor truck hauling. He says in part:

"For moves in excess of 75 miles motor transportation is much more expensive than railroads per ton transported. More personnel is required for its operation; therefore, where motor transport is unnecessarily substituted for rail transport we unnecessarily increase the number of noncombatant troops. Motor vehicles are far more expensive to maintain than are locomotives. Based on statistics of the World War, a wastage of ten per cent of trucks was expected at the end of one hundred miles of steady service, one-half of which would be serviceable the following day and three-fifths of the remainder in thirty days. This figure is believed

to be rather high for the present-day trucks which have been materially improved since 1918. Motor transport is far more dependent on weather and roads than are railroads.

"Moves for distances up to 150 miles can be made more rapidly by motor and marching than by rail. When the move is made entirely by motor the movement is much more rapid, it being possible to move the combat elements of an entire division one hundred miles in a given period of 24 hours. However, movements of large bodies of troops by motor transport for distances over 75 miles will rarely be exceeded. This figure is not an arbitrary one, but is based on experiences of the World War. The advantage in rapidity of movement for distances under 75 miles clearly rests with motor transport."

—H. D. R.

### R. H. Brown Now With Lee Bros.

Robert H. Brown, formerly secretary of the Hogan Transfer & Storage Co., Indianapolis, is now manager of Lee Brothers, Inc., household goods warehousemen in New York, succeeding J. H. Coughlin. Mr. Coughlin has become associated in the trucking business with James H. McGuire, who is president of the Van Owners' Association of Greater New York.

Up to a few months ago Mr. Brown had been with the Hogan company in Indianapolis for nearly eleven years. His office with the Lee company is at Park Avenue and 125th Street, where all the firm's vans are now booked out instead of at 210-212 E. 125th Street, at Third Avenue, as formerly. The office of Ernest H. Milligan, vice-president and operating executive continues to be located at the latter address.

### Hoboken Terminals Sold

The transfer on the books of a majority of the outstanding stock of the Hoboken Manufacturers' Railroad Co. to the Hoboken Railroad & Terminal Co. was approved in Trenton, N. J., recently by the New Jersey Public Utilities Commission.

The Commission sanctioned also the sale by the Hoboken Manufacturers' Railroad Co., of waterfront property in Hoboken to the Hoboken Terminal Properties, Inc. The property includes warehouse buildings and eleven miles of railroad track along the waterfront.

The Government purchased the assets of the American Warehouse & Trading Co., which included all the stock of the Hoboken Manufacturers' Railroad Co., and took possession of the property on July 1, 1917. In June, 1926, the entire capital stock of the railroad company was offered for sale by the Secretary of War. The Port of New York Authority endeavored to purchase the property but negotiations were broken off when the Secretary of War declined to accept Port Authority bonds in payment. Negotiations between the Government and the city of Hoboken subsequently were opened.

## Replies Urged in Federal Survey of N. E. Warehouses

TO all New England warehouse companies which have not replied to the Department of Commerce questionnaire distributed in connection with the Government's survey of the public storage industry in the six northeast States the following letter has been mailed by Frank M. Surface, assistant director in charge of domestic service:

"Approximately three months ago we sent you a questionnaire pertaining to your facilities for the storage of dry merchandise, perishable and semi-perishable commodities. To date we have not had the pleasure of your reply. Presumably through some oversight this matter has escaped your attention.

"This study was taken at the request of numerous warehousing concerns in New England. On the whole, the response has been gratifying, but we know that you want as complete a picture of the warehousing facilities of New England as it is possible to get. The warehouse is an important factor in the physical distribution of merchandise throughout New England and in the storage of products until such time as they can enter the market. This information is invaluable to you as a warehouseman, as well as of great value to all concerned in promoting a better and bigger industrial New England. We are depending upon your individual reply.

"Considerable care has been exercised to limit this inquiry to fundamental facts on the warehousing industry and the place which the warehouse now occupies in merchandise distribution.

"We are inclosing another copy of the questionnaire to serve you, in case you have misplaced the one previously sent.

"The inclosed franked envelope, which requires no postage, can be used for your reply."

The Massachusetts Warehousemen's Association through its secretary, Olin M. Jacobs, Boston, is cooperating with the Government in the survey.

### Bush Terminal Expands

The Bush Terminal Co., New York, has under way its largest expansion program since the war. This includes the completion of two eight-story model loft and manufacturing buildings of steel and concrete construction, containing about 550,000 square feet of floor space in Brooklyn. These structures, which will cost about \$2,000,000, represent an increase of 10 per cent in the renting area of industrial buildings owned by the company.

Construction of a new power plant in Brooklyn, at an estimated cost of \$1,000,000, is expected to be completed this fall. In addition bids have already been opened for the construction of another unit for Bush House, a modern sales office building in the London business section, completion of which is scheduled for early in 1929, according to a survey of the company completed by Eastman, Dillon & Co.

## Revenue Bureau Rules on Deduction for Obsolescence

WHEN the point of time is reached at which it is definitely known that the facilities used in manufacturing a certain product are becoming obsolete due to the adoption of more economic methods of production by competitors, a reduction for obsolescence may be claimed in amounts prorated over the years intervening between that point and the final abandonment of the facility, according to a memorandum opinion of the General Counsel of the Bureau of Internal Revenue, G. C. M. 1905, it has been announced in Washington. The opinion in full text follows:

"The question under consideration is one involving the obsolescence of plants and machinery used by the M Company in the manufacture of ice. The M Company was formed by a consolidation of the N Company and the O Company, and began operations —, 1916. The machinery was of the type that used distilled water in manufacture of ice and was quite cumbersome.

### New Machinery Installed

"It became apparent in the latter part of 1921 that this machinery was becoming obsolete. The company then decided to install new machinery which used raw water in the manufacture of ice. Operations in the plant were discontinued in November, 1922, and the work of replacing the machinery was begun.

"In order that the taxpayer may be entitled to the allowance of an obsolescence deduction in any year there must have been substantial reasons for believing in that year that the assets involved would become obsolete prior to the end of their ordinary useful life, and it must have been known to a reasonable degree of certainty, under all the facts and circumstances, when that event would occur. (Appeal of Columbia Malt-ing Co., 1 B. T. A., 999.)

"With respect to that portion of the physical property which is clearly shown by the taxpayer to be affected by economic conditions which will require its abandonment at a future date prior to the end of its normal, useful life, and with respect to which depreciation deductions alone are insufficient to return to the taxpayer the cost (or other basis) at the end of its term of economic usefulness, a reasonable deduction for obsolescence in addition to depreciation may be allowed.

"Evidently it was the intention of Congress to permit a return of the cost (or other basis) of the physical asset by means of depreciation deductions, including obsolescence, prorated over its useful life. In other words, the cost (or other basis) of the capital asset should be returned to the taxpayer without a tax thereon being imposed by the Government. When the point of time is reached at which it is definitely known that the facilities are becoming obsolete due to the adoption of more economic methods of production by competitors, a deduction for obsolescence

may be claimed in amounts prorated over the following years and prior to the abandonment of the facility. This period in the instant case appears to have begun in December, 1921, and to have ended in November, 1922.

"A further question arises as to the basis to be used in the computation of the obsolescence allowable in this case. It should be noted that the transaction whereby the assets of the N Company and the O Company were transferred to the M Company resulted in a gain taxable to the transferors under the Revenue Act of 1916.

### Method of Computation

"The records of this office show that this gain was recognized and that the tax was assessed against the two old companies. The gain to the transferors so recognized was undoubtedly measured by the fair market value of the stock of the M Company issued to the old companies in payment for the assets received by the M Company in the consolidation.

"That fair market value is likewise the measure of the cost of those assets to the M Company. (O. D. 955, C. B. 4, 44.) The cost so established should be allocated to the various facilities acquired in proportion to their respective values as of the date of acquisition. The obsolescence allowable to the M Company with respect to any facility so acquired should be computed upon the basis of the cost of that facility to the M Company thus determined."

### Cotton Warehouse Receipts.

A resolution requiring that all cotton warehouse receipts as collateral to the banks of Columbia, S. C., should carry complete identification marks, including a record of weights, grades and conditions of the cotton stored, has just been passed at a meeting of representatives of these banks, the chief of the Division of Warehousing, Bureau of Agricultural Economics, H. S. Yohe, announced in Washington on Sept. 2. Mr. Yohe was in attendance at the meeting.

"This step means better warehousing in the district," Mr. Yohe said. "It will do away with the warehouse which has been issuing certificates for 'so many bales of cotton of various weights and grades' and will tend to increase the number of Federal warehouses, in that the one objection of a number of warehousemen against operation of Federally approved storage houses has been the requirement of complete identification."

The possibility that the action of the Columbia, S. C., bankers will influence bankers of other cities to make similar agreements is foreseen by Mr. Yohe. Copies of the resolution were sent to the Charlestown, S. C., bankers and to all rediscount banks in New York and Boston which have been handling paper from the Columbia banks.

Mr. Yohe addressed the meeting in Columbia. He pointed out that South Carolina has been somewhat slow to adopt the requirements embodied in the Warehouse Act.

## Scope of Port Hearings Is Extended to South Atlantic

RAILROADS having port facilities at South Atlantic and Gulf ports have been directed by the Interstate Commerce Commission to prepare information for the purpose of a reply to a questionnaire to be used in the Commission's investigation No. 12681, in re charges for wharfage, handling, storage and other accessorial services at Atlantic and Gulf ports.

The proceeding relates to the water terminal facilities of the carriers, the revenues received from and the costs of the services, and the practices of the railroads in serving the ports. A similar questionnaire had previously been addressed to carriers serving North Atlantic ports and the new one has been preparing to meet a request of the United States Shipping Board, the Commission's notice says.

Special request has been made by representatives of South Atlantic and Gulf ports to extend the further hearings to include their ports so that further relevant evidence may be presented as to South Atlantic and Gulf ports.

The general scope of the proceeding relates to the water terminal facilities of railroads at various ports; the revenues received from that service as well as the cost of operating those facilities, as outlined in Appendix A; and the practices of the railroads serving Atlantic and Gulf ports, including the practice of absorption of terminal charges in line-haul rates.

The United States Shipping Board, having a special interest in this proceeding, requests:

That the railroad carriers submit at the hearing, to be announced later, testimony of documentary evidence in response to the questions outlined in Appendix A. Rail carriers that have port facilities at South Atlantic and Gulf ports should, upon receipt of this notice, begin the preparation of data necessary to respond to the inquiries outlined in Appendix A, and will be expected to advise the Commission whether the work can be completed in sufficient time to set the proceeding for further hearing at Jacksonville, Fla., some time in October or November, 1927. At the further hearings respondents will be expected to have witnesses present to explain the exhibits and give testimony on matters pertinent to the investigation.

### W. J. Jackson with New York Atlas.

William J. Jackson, formerly with the Judson Freight Forwarding Co. in New York, has been appointed manager of the Atlas Fireproof Storage Warehouse Co., Inc., at 157 W. 124th Street, New York. The announcement was made in September by Leo H. Blum of the Atlas firm.

Under Mr. Jackson's management the storage and packing of household goods will be emphasized, it was stated, and contemplated developments would widen the scope of the Atlas activities in New York.



## Federal Trade Inquiry May Revolutionize Distribution

Distribution and Warehousing's  
Washington Bureau,  
1163 National Press Building.

THE whole process of distributing "the necessities of life," as well as the method of setting prices on these products, may be revolutionized as a result of an inquiry now being made by the Federal Trade Commission.

The Commission directed its chief economist to make an investigation of the three methods of basing and quoting prices now in use—the delivered-price method, the factory-base method, and the basing-point method—in an effort to "develop new and constructive measures for obtaining greater efficiency and economy" in distribution.

The "delivered-price" method, the Commission points out, takes no consideration of the freight charges to points of varying distance from the point of manufacture. Under this method, the price of the product is the same no matter where delivered. The transportation costs are equalized over the whole range of the product's distribution. Thus the Washington consumer of a product made in Baltimore would pay the transportation costs of the consumer in Los Angeles.

### Basing Points

The "factory-base" method sets the price at the factory and adds the transportation costs to the point to which the product is shipped. This is the system used by the automobile manufacturers.

The "basing-point" method is exemplified by the "Pittsburgh plus" system, which the Federal Trade Commission held unfair some time ago. Under this system the manufacturer takes a certain basing point, or several basing points, and quotes his price on the factory price of the product plus the transportation cost from the basing point to the consumer. The reason why this system was held unfair in the case of "Pittsburgh plus" was that the steel company using the system would sell to a Chicago consumer, for example, the product of its Chicago plant at the factory price plus the transportation cost from Pittsburgh to Chicago.

The Federal Trade Commission expects its investigation to show which of the methods constitutes the fairest method in competition, and the method most conducive to the welfare of the buying public.

The Government is in at least two cases committed to a differentiation in price based on transportation costs. The Post Office Department in effect uses this method in fixing postal rates on second class mail matter and parcels post matter. Likewise, the Interstate Commerce Commission shows an increasing tendency to take into consideration transportation costs in establishing rates.

If the Commission's investigation should conclude that the "factory-base" system is the fairest method of basing

and quoting prices, the result would doubtless be that large concerns with a national distribution would establish branch factories in various sections of the country in order to compete effectively with local industries of the same type.

Such a result would probably have the effect of turning more traffic to motor truck lines instead of to the railroads. Shipments could be economically made from branch factories by truck to points in the vicinity of the factory, whereas the railroads are generally used for transcontinental shipments.

If the investigation should result in approval of a "basing-point" system, on a basis different from the "Pittsburgh plus" system, factories doubtless would establish basing points in various sections of the country, and store their products in commercial warehouses at the basing point for distribution therefrom.

The resolution authorizing the investigation reads:

"Whereas the economical distribution of commodities is one of the chief problems of the day; and

"Whereas the method of determining the prices (or the total cost to the purchaser) of commodities sold in the same or in different commodities sold in the same or in different localities is an important factor in a sound system of distribution; and

"Whereas there are various systems and theories on which such prices are made and marked differences of opinion as to their expediency and fairness; and

"Whereas some distributors are employing the policy of national distribution with prices, particularly in different consuming territories, that makes no allowance for difference in transportation costs, while others allege that there should be a delimitation of markets having respect to transportation expense:

"Now, therefore, be it

"Resolved, that the Chief Economist of the Federal Trade Commission is hereby directed to inquire into and report upon: (1) the factory-base method, the basing-point method, and the delivered-price method of quoting and charging prices (including their respective variations), together with any other method of differentiating prices with respect to location, (2) the causes for the adoption of the several methods employed and the purposes intended to be served by them, (3) their actual and potential effects upon prices and competitive conditions, and (4) any constructive measure which might be employed to promote greater efficiency, economy, or fairness in the methods of quoting or charging prices."

—R. A. B.

### R. M. Tyler Weds

Richard M. Tyler, manager and operating executive of the Standard Storage Company, in the Brighton district of Boston, was married to Miss Dorothy Louise Middleton, daughter of Mr. and Mrs. John A. Middleton of Chicago, at Ogunquit, Me., on Sept. 3.

## 42 Cannery Warehouses Now Licensed in Twelve States

MARKED improvement in the canning industry, burdened with excessive supplies of canned foods, is reported by the Bureau of Agricultural Economics, United States Department of Agriculture, following the licensing of warehouses in twelve States under the provisions of the United States Warehouse Act.

Reports to the bureau indicate that loans supported by Federal licensed warehouse receipts are enabling growers to obtain low interest rates. With proper financing, says the bureau, fewer "distress" packs are hanging over the market, and market conditions are improving materially.

Canned foods were made storable under the Warehouse Act only a year ago. Today 42 warehouses with an aggregate capacity of 3,316,000 dozen cans have been licensed in Oregon, Utah, Oklahoma, Missouri, Arkansas, Illinois, Iowa, Wisconsin, Indiana, Ohio, Virginia, and Maryland. Additional applications are pending from warehousemen in Texas, Utah, Arkansas, Missouri and Ohio.

### Grades Must Be Stated

Increasing interest is being manifested by the trade in national standards for canned foods. Under the Warehouse Act it is necessary for the grade of stored products to be stated on Federal warehouse receipts (except under certain conditions). If the warehouse receipt is to be used for collateral purposes, banks generally require that the grade be stated.

Standards for canned foods never have been well-defined in the trade, and in order that the Federal warehouse receipts for canned foods may enjoy the widest use for collateral purposes, the bureau has devoted considerable attention to standardization work on the more important vegetables. The bureau expects shortly to announce tentative United States standards for canned tomatoes (without puree) and canned sweet corn (cream style). Work is being done also on standards for canned peas, stringless beans, and lima beans.

### Record Truck Run

A NEW record for a New York-to-San Francisco trip with a loaded motor truck was established when "Cannonball" Baker, driving a General Motors two-ton model, arrived on Sept. 13 at the Western Union Ferry Building in the Golden Gate City. He made the transcontinental run in 5 days, 17 hours and 36 minutes from Columbus Circle in New York. Baker reported no tire changes and no mechanical adjustments. His cargo was 5175 pounds of Atlantic Ocean water to be dumped into the Pacific.

The purpose of the trip was to demonstrate the advantages of fast-moving trucks, according to General Motors officers.

## Syracuse and Fargo Inquiries in Distribution Completed

DETAILED reports of the census of distribution taken in two of the seventeen cities under survey by the Bureau of the Census of the Department of Commerce are now available. They cover in statistical detail the retail and wholesale commodity trade of Fargo, N. D., and Syracuse, N. Y. This was announced by the Bureau of the Census Sept. 10 with the issuance of the two reports.

A preliminary summary of the Fargo census was made public August 11, but there was no preliminary report on Syracuse, it was stated orally at the Bureau of Census. Hereafter, it was stated, the census of distribution will be made public in statistical detail for each of the cities under survey as soon as compiled.

The census of distribution for Baltimore was the first completed. Fargo was the second city covered, and Syracuse the third.

Others, which will come out as they are completed and checked up, probably within the next 60 days, will cover the retail and wholesale trades of Chicago, Ill.; Springfield, Ill.; Atlanta, Ga.; Denver, Colo.; Kansas City, Mo., and Kansas City, Kan. (combined); Providence, Pawtucket and Central Falls, in Rhode Island (combined); San Francisco, Berkeley, Oakland and Alameda in California (combined); Seattle, Wash.

Following is the text of introduction to the statistical report on Fargo, a full copy of which may be obtained from the Bureau of the Census.

"Analysis of the statistics for the 480 establishments reported at the recent census of distribution of Fargo, N. D., shows that the largest annual sales for 1926 were made by 123 establishments, wholesale and retail, dealing in food products, including bakeries, dairies, grocery and meat stores, and, in fact, all classes of stores handling fresh, canned or preserved food products. The sales of these establishments amounted to \$11,927,700.

"Of these 123 establishments, 25 were engaged principally in wholesale business, and their annual sales amounted to \$9,114,600, while the annual sales of the 98 retail establishments amounted to \$2,813,100. Including the salaried employees, proprietors and firm members, there were 566 persons at work in these stores, and their annual salaries amounted to \$671,900.

"Necessarily, the retail establishments purchase from the wholesale concerns, and a combination of the sales of the two classes result in some duplication. However, the wholesale stores do not limit their sales to the retail establishments located within the corporate limits of Fargo.

"It also must be remembered that certain groupings of establishments include certain commodities which might be properly classed as food products. Among these are candy and confectionery, which are not only sold by the sixteen establishments for which separate

statistics are shown, but also are sold by drug stores and possibly stores engaged primarily in the purchase and sale of other commodities.

"In order to group the establishments, the Bureau of the Census has found it necessary to assign the statistics to certain classes, according to the principal commodity handled. It is possible to show separate data for eighteen classes of establishments engaged in retail business, all other establishments of this kind being grouped under 'Miscellaneous.'

"In the wholesale branch of industry seven classes are shown separately, 26 establishments being included in the 'Miscellaneous' group. A miscellaneous group is necessary to avoid disclosing the data reported for individual establishments.

"Next to food products, the largest sales are shown for 18 establishments engaged in the sale of automobiles. Seven of these are classed as wholesale, and 11 as retail. In addition, nine wholesale concerns and 17 retail concerns are reported as dealing principally in automobile accessories.

"The total sales of these 44 establishments in 1926 amounted to \$23,421,700 and they gave employment during the year to 470 persons, the amount paid in salaries and wages being \$804,800.

## Action Against Ohio Commission

An action has been brought in the Ohio Supreme Court, backed by the Ohio Association of Commercial Haulers, seeking to change the rules of the State Public Utilities Commission in such a way as to permit haulage companies more leeway in increasing equipment on routes over which they hold certificates of convenience and necessity. The suit was brought by Harlow Bros., operating a haulage line between Dayton and Columbus.

The action arose out of an application, made under present regulations, with the Commission for permission to increase equipment to take care of increasing business. This application was protested by the Indiana, Columbus & Eastern Traction Co., which claimed that it had adequate facilities.

In the hearing before the Commission, the applicant, Harlow Bros., failed to prove convenience and necessity as required by the rigid rules of the Commission, and the application was refused. Whereupon a petition in error against the Commission was filed in the Ohio Supreme Court.

In the petition it is set forth that the rules governing the department, as defined in several Supreme Court decisions, do not apply to the present case. In this instance only the traction line objected; whereas competing trucking lines, which likewise operate under certificates of convenience and necessity, did not object. It is pointed out that a haulage company should be permitted to take care of its business built up by service which caters to its customers, both shippers and consignees.

## New York Truckmen Given Weekly Wage Advance of \$5

NEW YORK City experienced in September a strike of truck drivers, teamsters and chauffeurs and for some days the movement of freight along the waterfront and elsewhere was approximately only 10 per cent normal. Merchandise warehouse companies were to some extent affected by the walk-out, which involved between 6000 and 7000 men.

Under a settlement reached between the employers and the International Brotherhood of Teamsters and Chauffeurs the controversy was settled through an agreement under which the men were granted a weekly wage increase of \$5, retroactive to Sept. 1.

By Sept. 11 conditions were estimated to be 90 per cent normal, with a number of employees not affiliated with the unions holding out for an eight-hour day instead of nine hours, and \$1.20 for overtime work instead of \$1.10.

## Public to Pay

During the tie-up there was considerable congestion and some rioting, but the congestion was somewhat minimized by telegrams sent to mills to withhold sending goods until settlement. A temporary railroad embargo added to the confusion.

Following the settlement the indications were that the wage increase would eventually be passed on to the employers' customers. As the operating executive of one company expressed it:

"The revenue from trucking prior to the strike did not provide any substantial percentage for profit, and with the added burden of expenses we must, as soon as circumstances permit, revise our present rates with a view of meeting new conditions that must be fair to all."

And Isaac Goldberg, president of the Merchant Truckmen's Bureau, said:

"Members will be asked to pay their assessment money immediately, to the end that we may procure at once advertising space in the newspapers to announce to our customers the conditions of settlement and explain the economic features of this increased cost in operating expenses."

## Bay State Insurance

Few changes will be made in rates under the Massachusetts compulsory motor liability insurance law as a result of the recent hearing, in Boston, on modification, Wesley E. Monk, State Insurance Commission, announced a few days after the hearing. Any changes made, he said, would not be important.

Under the law, which went into effect last January, the commissioner must determine, by Sept. 1 of any year, changes to become effective for the following registration year. Mr. Monk said that nine months of operation provided insufficient data for a comprehensive revision, and that if any changes were made they would be in classification.

The truck operators were not heard at the recent hearing and may get a hearing at a later date.

## "Dand" Washington Bureau Moves into Press Building

Distribution and Warehousing's  
Washington Bureau,  
1163 National Press Building.

**D**ISTRIBUTION AND WAREHOUSING'S Washington Bureau was among the first half dozen occupants of the new \$11,000,000 National Press Building, located in the heart of downtown Washington, which will be formally opened soon.

Before the carpenters, plasterers, painters, and electricians had completed their work, the Washington Bureau moved from the Munsey Building into a suite of offices on the eleventh floor of the 14-story Press structure. Service of the Bureau continued uninterrupted despite the difficulties of moving and the noise and confusion of the final work on the interior of the building.

Located on the southeast corner of Fourteenth and F Streets, Northwest, one block from the United States Treasury and two blocks from the White House, the National Press Building is in the center of all Federal departments and on Washington's busiest corner. It is occupied principally by newspaper and trade publication representatives from all parts of the world.

The Fox-Roxy Theater, the largest south of New York and Chicago, was formally opened in the building on Sept. 19, with members of the National Press Club and their families, together with representatives of official Washington, as the guests of William Fox and "Roxy" of radio fame, who will direct the theater.

The entire top floor of the building will be occupied by the National Press Club, and the club rooms, dining rooms, auditorium, and library of the club will equal the best in Washington. The National Press Club has a membership of 1600, principally news correspondents, and it was through the efforts of this organization that the new home was erected.

The cornerstone of the building was laid by President Coolidge on April 6, 1926, before an audience of 10,000 people, including the leading journalists of two continents, statesmen, diplomats, and others prominent in official and social life in the capital. Only seventeen months were required to build the huge structure, as work was never stopped, day or night.

The building is especially equipped with the best facilities for speedy gathering and distribution of news by its occupants, with telegraph offices in the building and rapid mail service.

### The "D. and W." Bureau

Distribution and Warehousing's Washington Bureau is operated in conjunction with the General Press Association, a corporation organized under the laws of Virginia. The organization is headed by George H. Manning, who for the past fifteen years has specialized in covering and writing news of the manifold activities of Congress and the various branches

of the Federal Government, and in interpreting the effect of these activities upon the localities, trades, and industries for which his press association furnishes news.

Mr. Manning enjoys a wide acquaintanceship in Washington officialdom and is known among fellow correspondents for his thorough methods of covering every news source in the capital for news of special interest.

For some years Mr. Manning with a limited staff represented numerous newspapers and publications. With increased demand for his services, he organized the General Press Association a year ago to provide for the necessary expansion in the business. The staff of the General Press Association now consists of four reporters, all experienced in gathering and writing Washington news, and a clerical and stenographic force, with Mr. Manning at the head.

—R. A. B.

### Household Goods Rates Ruling

Distribution and Warehousing's  
Washington Bureau,  
1163 National Press Building

The freight classification of household goods does not always include all articles grouped as immigrant movables, even when the two classes are put together, the Interstate Commerce Commission has held.

A shipment of 1450 pounds of household goods and a 1400-pound trailer were sent from Bozeman, Mont., to Alameda, Cal. A commodity rate of 281.5 cents per 100 pounds was charged on the actual weight of the household goods but the trailer was charged 315 cents per hundred pounds on 4000 pounds minimum weight. The tariff giving the 281.5 cent rate stated that it applied on household goods taking first class listed under the items household goods or immigrant movables in the Western Classification. The Western Classification included second-hand vehicles as immigrant movables but gave no less than carload commodity rate and was not subject to the first class rate. Therefore the railroads held that the trailer should not take the commodity rate on household goods, and this view was upheld by the I. C. C. Later the case was reopened on another point and the examiner has recommended to the Commission that it reaffirm its previous decision.

—H. D. R.

### Appleton King Engaged

Appleton King, proprietor of Fort Hill Storage Warehouse Company, Boston, is engaged to be married to Miss Helen Bayley, daughter of Mr. and Mrs. James C. Bayley of Boston. The date of the marriage has not been announced.

Mr. King is the son of Tarrant P. King, president of the Northern Avenue Stores & Dock Corporation, Boston. He prepared for college at St. Mark's School and was graduated from Harvard with the class of 1921. During the World War he served with the Royal Flying Corps and was later appointed second lieutenant.

## Death Removes J. M. Hedges, Indianapolis Warehouseman

**J**OHAN M. HEDGES, founder and president of the Terre Haute Union Transfer & Storage Co., Terre Haute, Ind., died on Aug. 21 at his home. He was 73 years old.

Born near Louisville, Ky., Mr. Hedges moved with his parents to Terre Haute when a small boy, and he became one of Terre Haute's best known citizens. After graduation from Indiana State Normal he taught school for a while. Purchasing a small transfer business, nearly a half century ago, he established a transfer company, under the name "Union," which is the business operated today at 1001-1005 Wabash Avenue—one of the largest combination merchandise and household goods storage enterprises in the State. He is said to have purchased the first motor truck ever sold in Terre Haute and for a long time used it in his transfer business.

Mr. Hedges was first president of the old State warehouse and transfermen's organization which is now the Motor Truck Association of Indiana, Inc., and he was a charter member of the National Furniture Warehousemen's Association.

In 1879 Mr. Hedges married Miss Ida M. Turner, who survives with their son, H. H. Hedges, secretary, treasurer and manager of the warehouse company.

### B. & M. Using More Trucks

The Boston & Maine Railroad Co. has started a systematic survey of its system as regards terminals and freight movements, and is assigning motor trucks here and there both to speed up service and to try to recapture some of the business lost to commercial vehicle operators. There are fourteen specialists now going over the system under the direction of J. W. Smith, the new assistant to President Hannaeur. These men will familiarize themselves with every inch of the trackage, terminals, wharves and general property.

President Hannaeur believes that the industries of New England are entitled to as speedy service as it is possible to give them, and where necessary to expedite movements motor trucks will be used if found to be the solution. Between Ware and Worcester in Massachusetts the company has put into effect a new service for less than carload lots, using two 8-ton trucks operating on a daily schedule serving the stations along the Massachusetts Central Division as far east as Rutland and then going on to Worcester. Station deliveries will be made, but no direct door service for the present.

In Boston the railroad has put in effect its motor truck service between its northern artery terminals and stations along the line to Waltham, Woburn, Everett, Chelsea, Cambridge, Stoneham, Watertown, North Somerville, Malden and Winchester, with direct tie-ins with through freight cars to and from important distributing centers.



## Construction, Removals, Purchases and Changes

### Arkansas

**LITTLE ROCK**—Southern Ice Co., St. Louis, Mo., is considering erecting a new cold storage warehouse in Little Rock, estimated to cost, with equipment, \$150,000.

**Paragould**—Paragould Transfer Co. is expected to reconstruct its South Second Street building recently damaged by fire with an estimated loss of \$20,000.

### California

**Covina**—Covina Transfer Co. has removed to 121 So. Citrus Avenue from East College Street.

**Long Beach**—Pacific Dock & Terminal Co. has plans for a \$600,000 warehouse and dock, 30 by 600 feet, on the water front, with work to be begun in October.

**Los Angeles**—Cosmos Art Realty & Building Corp. plans to construct and operate a \$650,000 thirteen-story warehouse, 150 by 150 feet, at 232-236 North Westmoreland Avenue, for storage of household goods, rugs, etc., with vaults for fur storage, silverware, etc. A cold storage department will be installed.

**Santa Clara**—Southern Pacific Co., San Francisco, is reported to be planning construction of a \$150,000 cold storage warehouse and icing plant.

**Turlock**—Broadway Dray & Transfer Co. has opened a merchandise and household goods warehouse business at 226 No. 1st Street.

**Van Nuys**—Van Nuys Transfer & Storage Co. has opened its new household goods depository, 25 by 100 feet, exclusive of garages, at 14527 Erwin Street.

### District of Columbia

**Washington**—Queensburg Corp. has completed plans for a \$250,000 six-story warehouse at 1438 Irving Street, N. W.

### Florida

**Fort Pierce**—American Fruit Growers' Express Co. is considering erecting an \$80,000 cold storage warehouse and ice plant at the local yards of the Florida East Coast Railway Co.

**Stuart**—Southeastern Ice & Cold Storage Co. of Chattanooga, Tenn., has purchased, for consideration of \$90,000, the plant of the Stuart Ice Co.

### Georgia

**Dublin**—Georgia Warehouse & Compress Co. is planning a \$30,000 one-story warehouse, 100 by 375 feet, for tobacco storage.

### Idaho

**Boise**—Boise Transfer Co. has filed plans for a \$20,000 one-story warehouse.

### Illinois

**Alton**—Eagle Packet Co. has been granted a permit to erect a freight warehouse on the steamboat levee between Piasa and State Streets.

**Chicago**—Remer's Express & Van Co. has plans for a \$100,000 five-story ware-

house at 5822-5824 Diversey Parkway.

**Forest Park**—William F. Cleff Transfer Co., Oak Park, is considering erecting a \$150,000 four-story warehouse at 328 Harlan Avenue, Forest Park.

**Graegin**—Chicago Western Indiana Railroad Co., Chicago, has completed plans for a \$25,000 freight warehouse and transfer building in Graegin.

**Marion**—W. T. Courtney, in the transfer business, is building a one-story merchandise warehouse, 32 by 50 feet, on the Missouri Pacific right of way west of North Market Street.

**Rockford**—Rockford Storage Warehouses, Inc., has filed plans for a \$55,000 warehouse, 93 by 135 feet, at the rear of its present plant.

### Indiana

**Hammond**—Red Ball Storage Co., Indianapolis, has plans for a \$250,000 six-story warehouse at Columbia and 151st Streets, Hammond.

### Iowa

**Davenport**—Merchants Transfer & Storage Co. has taken out a permit for a \$150,000 one-story warehouse at Second Street and Western Avenue.

**Fairfield**—People's Ice Co. has plans for rebuilding its cold storage warehouse and ice plant, partly wrecked by fire with an estimated loss of \$25,000.

**Montezuma**—Chicago, Rock Island & Pacific Railroad Co., Chicago, will erect a \$25,000 one-story freight warehouse and transfer station.

### Louisiana

**New Orleans**—New Orleans Compress Inc., will make extensions and improvements in its warehouse in the Shrewsbury district, to provide for increased capacity.

**Shreveport**—Caddo Transfer & Warehouse Co., Inc., is planning to rebuild that part of its transfer and trucking building recently wrecked by fire with an estimated loss of \$25,000.

### Michigan

**Grand Haven**—Vyn Brothers Storage & Transfer Co. has disposed of the interests of Lombart Vyn to Nathaniel Robbins. The copartnership formerly conducted by Lombart Vyn and John Vyn becomes a corporation with Mr. Robbins and John Vyn as principal stockholders. John Vyn remains in active charge of the business.

### Minnesota

**New Brighton**—New Brighton Terminal Co. is completing plans for an \$85,000 four-story and basement warehouse.

### Mississippi

**Vicksburg**—Henry Schlottman, Jr., in the storage, moving and forwarding business, has purchased as a permanent location the Charles E. Beer warehouse, now occupied by a bottling company, at Jackson and Mulberry Streets.

### Missouri

**Kansas City**—National Terminal Corp., affiliated with the Chicago, Milwaukee & (Continued on page 50)

## New Incorporations Within the Industry

### Alabama

**MADISON**—People's Warehouse Co. Cotton storage. Authorized capital stock, \$5,000. J. R. Collier, Jr., is president and H. R. Payne is secretary and treasurer.

### Arkansas

**Hughes**—Hughes Warehouse Co. Warehousing and transfer. Capital, \$10,000. Incorporators, C. W. Martin, Cecil C. Martin and M. M. Cobb.

### California

**Los Angeles**—Pacific & Atlantic Terminal Co. Terminal warehouses. Capital, \$1,000,000. Incorporators, L. M. Maynard, M. A. Strange and W. A. Griffing.

**Los Angeles**—Ventura Transfer Co. Capital, 1000 shares, par value, \$100. Permitted to issue, 600 shares. Incorporators, Charles C. Orr, H. F. Orr, Edward F. Daane, Anita Daane and Marie C. Orr.

### Connecticut

**Griswold**—Griswold Warehouses, Inc. Arthur M. Brown of Jewett City is president and a director; L. S. Stetson of Norwich is secretary-treasurer and a director, and L. M. Carpenter of Jewett City is a director.

**Hartford**—Kohn Brothers, Inc. General warehousing business. Capital, \$75,000. Incorporators, Solomon Kohn and Jerome Kohn of Hartford and Harry L. Nair of New Britain.

### Florida

**Tampa**—Dixie Ice Delivery Co. Cold storage warehousing and ice. Capital not stated. Incorporators, J. H. Lester, A. B. Pope and M. F. McClaren.

### Georgia

**Butler**—Butler Ice & Storage Co. Cold storage warehousing and ice. Capital, \$20,000. Principal incorporator, I. B. Childs.

### Illinois

**Chicago**—Chicago Safe Deposit Co. Safe deposit warehousing and vaults, and storage. Capital, \$50,000. Incorporators, Henry A. Haugen, Oscar H. Haugen and Walter J. Cox.

**Chicago**—Guardian Warehousing Co. Cold storage. Capitalization, \$50,000.

**Chicago**—Universal Terminals & Transfer Co. Warehousing and transfer. Capital, \$10,000. Incorporators, Justus A. Benson, John T. Hanson and Russell E. Olson.

### Kentucky

**Carrollton**—Independent Warehouse Co. Capitalization, \$75,000. Incorporators, R. M. Barker, George T. Cook, T. M. Minnish and G. C. Wood.

**Paris**—Farmers' Tobacco Warehouse Co. Capital, \$50,000. Incorporators, N. F. Brent and James McClure.

(Continued on page 50)

# Confidence

No business can achieve vast proportions nor attain permanency unless it secures the confidence of those who make up the industry it serves.

This confidence must come as the result of meritorious service consistently rendered.

The long, successful record established by Moores & Dunford as Warehouse building experts combines the thorough experience and understanding of the Warehouseman, the Engineer, the Architect and the Builder.

It is these qualities or factors that have made the name of Moores & Dunford an outstanding one in the matter of Warehouse design and construction. The confidence of the industry has been secured through performance that has left a record of great accomplishment.

Whatever your Warehouse problems may be, either in the matter of new construction or an addition to your present Warehouse, we are in a position to render you a most valuable service—one that will not only **save you money** in building but that will provide the maximum return on your investment.

We cordially invite your inquiries and will gladly arrange for an appointment regardless of your location.

*We charge no fee for consultation and advice*

**MOORES & DUNFORD, Inc.**

110 East 42nd Street

New York City



WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## Construction, Removals, Purchases and Changes

(Continued from page 48)

**St. Paul Railroad Co.**, Chicago, is planning to build a \$400,000 ten-story warehouse, probably near Main Street and Baltimore Avenue.

### New Jersey

**East Orange**—Lincoln Storage Warehouse, Inc., has plans for extending and improving, at a reported cost of about \$50,000, its six-story warehouse.

**Jersey City**—Pennsylvania Railroad Co. has filed plans for a \$600,000 one-story and two-story freight warehouse and station in the Horismus Cove section.

**Trenton**—Philadelphia, Trenton & Chester Motor Service has filed plans for a \$37,000 one-story warehouse on Hart Avenue, near Hurley Street.

**Trenton**—Prospect Warehouses, Inc., has contracted with the American District Telegraph & Messenger Co. for installation of supervisory service, thereby reducing the storage firm's insurance rate on contents.

### New York

**Buffalo**—Terminal & Transportation Corp. of America has filed plans for a \$250,000 concrete warehouse at 275 Hamburg Turnpike.

**New York City**—Bovers Storage & Warehouse Co. has purchased the eight-story warehouse at 135 W. 14th Street and will occupy it as a warehouse. The firm's present storage structure at 148 W. 14th Street will be continued in operation.

**New York City**—Morgan & Brother expect to open their new fireproof depository for household goods, at 510-520 W. 21st Street, on Nov. 1.

**North Tonawanda**—New York Central Railroad Co., New York City, has plans for an \$85,000 two-story freight warehouse and station.

**White Plains**—Carpenter Storage Inc., has plans for a \$150,000 five-story warehouse, 55 by 160 feet, at 29 Brookfield Street.

**Yonkers**—Feuer's Warehouse & Trucking Co. will build a \$100,000 four-story warehouse, 92 by 100 feet, at Ludlow and Bridge Streets. The foundations will be arranged for three more stories later.

### North Carolina

**Concord**—Piedmont Warehouse Co. has plans for a \$24,000 one-story bonded warehouse, 32 by 100 feet.

### North Dakota

**Fargo**—Great Northern Railway Co. will spend \$50,000 extending and improving its warehouse and freight depot.

### Ohio

**Canton**—Pennsylvania Railroad Co. has acquired 61,000 square feet of property on Third Street and plans to erect a \$75,000 warehouse and freight station.

**Cincinnati**—"Al" Naish Moving &

Storage Co. will complete in October a fireproof five-story addition, fronting on Brotherton Road, for storage of household goods.

**Cleveland**—Baltimore & Ohio Railroad Co., Baltimore, is reported to be planning a \$75,000 storage and freight warehouse.

**Cleveland**—Knutsen Motor Trucking Co. has leased a building to be erected at 21st Street and Oregon Avenue at a cost of \$50,000 and will equip it as a freight transfer terminal and garage.

**Cleveland**—Ohio Terminals Co. has been issued a permit to erect a \$250,000 three-story warehouse at 3540 Croton Avenue.

**Cleveland**—Pennsylvania Railroad Co. has plans for a 1-story warehouse and a 2-story freight stations, at Hamilton Avenue and East Twenty-sixth Street, to cost about \$160,000.

**Columbus**—Fairmount Creamery Co. plans to build a cold storage warehouse addition which will provide freezer space for twenty-five carloads and cooling space for fifty carloads, and a garage for twenty motor vehicles. Additional refrigerating machinery will be installed.

**Dayton**—Peerless Storage Co. has filed plans for a \$20,000 one-story addition to its merchandise warehouse.

**Toledo**—Great Lakes Terminal Warehouse Co. has been granted a permit to erect a \$1,500,000 merchandise and cold storage warehouse at 321-357 Morris Street, near Ottawa Street. Land and building together will involve an estimated investment of \$3,000,000.

### Oregon

**Salem**—Terminal Ice & Cold Storage Co., Portland, has purchased, for a reported price of \$50,000, a warehouse and properties at 990 North Front Street and will convert the building into a cold storage plant with a capacity of 400,000 cubic feet.

### Pennsylvania

**Erie**—Erie Storage & Carting Co. is planning a four-story brick, steel and concrete warehouse, at 19th and Myrtle Streets, for storage of household goods.

**Philadelphia**—Advance Storage Co. has purchased the six-story warehouse, together with property 40 by 125 feet, at 5521-5523 Market Street.

**Philadelphia**—J. L. Gillies, operating a general trucking service, is revising plans for a \$75,000 4-story warehouse at 8515 Germantown Avenue.

**Philadelphia**—Malce Storage Co. has completed plans for a \$300,000 7-story and basement warehouse, 76 by 120 feet.

**Philadelphia**—Seifert Warehouse Co. has taken over under lease the building at 909 North Front Street and will occupy it as a storage structure.

**Philadelphia**—Wolf Street Terminal Co. has filed plans for a \$65,000 two-story warehouse, 110 by 160 feet, on Ritten Street.

**Pittsburgh**—Pittsburgh & West Virginia Railway Co. is planning to spend \$25,000 extending and improving its

(Concluded on page 52)

## New Incorporations Within the Industry

(Continued from page 48)

### Louisiana

**Baton Rouge**—United Ice Co., Inc. Cold storage warehouses and ice plants. Capital, \$50,000. Incorporators, E. A. Bird, George E. Eldridge and Allen D. Schloss.

### New Jersey

**Bayonne**—Bloch's Motor Vans, Inc. Moving and trucking. Hilla Bloch heads the company.

**Hoboken**—Hoboken Loading Co. Transfer and trucking. Capital, \$25,000. Incorporators, Frederick H. Cassirer, Edward Leahey and Thomas J. Dunn.

### New York

**New York City**—Atlas Van & Moving Co. Moving and trucking. Capital, \$10,000. Principal incorporator, G. D. Aronow.

**New York City**—Arrowhead Van & Express Co. Warehousing, storage vans and express. Nominal capital, \$5,000. Principal incorporator, W. L. Melbrook.

**New York City**—Community Motor Haulage Co. Transfer and trucking. Capital not stated. Principal incorporator, I. I. Haber.

**New York City**—Express & Freight Distributors, Inc. Freight transfer and trucking. Capital, \$10,000. Principal incorporator, J. F. Finkelstein.

**New York City**—Interborough Motor Freight Corp. Transfer and express. Capital, \$20,000. Principal incorporator, C. H. Scott.

### North Carolina

**Concord**—Piedmont Warehouse Co. Warehousing and transfer. Capital, \$20,000. Incorporators, J. Cannon, J. A. Cannon, Jr., and C. W. Byrd.

**Varina**—Star Warehouse Co. Warehousing. Capital, \$40,000. Incorporators, Sim Meadows and J. L. Adcock.

### Ohio

**Cleveland**—Van Moving Co. General transfer and haulage business. Capital, \$10,000. Incorporators, Charles Van DeMotte, A. H. C. Van DeMotte and J. Von DeMotte.

**Springfield**—Big Four Storage Co. Household goods and general merchandise storage and transfer business. Capital, \$25,000. Incorporators, W. A. Hance, Horace H. Shellabarger and George W. Tehan.

**Youngstown**—Interstate Express Lines, Inc. Transfer and express. Capital, 500 shares of stock, no par value. Incorporators, Ralph L. Kelly, M. A. Collins and Frank J. Schaeffer.

### Tennessee

**Springfield**—North Branch Transfer Co. Capitalization, \$5,000. Incorporators, C. R. Quarles, W. P. Kirkman, G. T. Barbee, Edward Miller and W. M. Fuqua.

(Concluded on page 52)



# New Engine!

## GRAHAM BROTHERS TRUCKS

This is the finest engine ever used in Graham Brothers Trucks and Commercial Cars . . . Every advanced engineering feature that is proven.

See this new engine! . . . See it today! . . . Compare it with *any* engine *ever* built into *any* truck!

GRAHAM BROTHERS

EVANSVILLE - DETROIT - STOCKTON

A DIVISION OF DODGE BROTHERS, INC.  
GRAHAM BROTHERS (CANADA) LIMITED, TORONTO, ONTARIO

**MORE POWER—MORE SPEED**  
**FASTER ACCELERATION**  
**MORE ECONOMY—MORE VALUE**

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## Construction, Removals, Purchases and Changes

(Concluded from page 50)

freight warehouse and station at Second Avenue and Ferry Street.

**Pittsburgh**—Weber Express & Storage Co., Inc., has plans for a \$25,000 two-story warehouse at Winthrop & Zabina Streets.

### South Carolina

**Sumter**—Banner Warehouse Co. plans to rebuild its storage structure recently wrecked by fire.

### Tennessee

**Chattanooga**—Chattanooga Transfer & Storage Co. is said to be planning early construction of a \$110,000 warehouse and cold storage building.

### Texas

**Farmville**—Farmville Storage Co. has plans for a \$21,000 one-story warehouse.

**Galveston**—South Texas Compress Co. has plans for a \$45,000 addition, 260 by 300 feet.

**Houston**—American Fruit Terminal Corp. has tentative plans for a \$75,000 cold storage warehouse on the ship channel.

**Houston**—Federal Storage Co. is the newly adopted name of the Street Warehousing Corp., established in 1924.

**Houston**—Southern Pacific Railway will construct a steel and galvanized iron terminal warehouse, to contain 16,000 square feet of floor space and cost \$27,000, on Walnut Street.

**San Antonio**—C. W. Napier heads a project which plans to construct and operate two \$45,000 one-story cold storage warehouses at Donna, Tex., and San Benito, Tex.

**San Antonio**—Merchants Transfer Co. has filed plans for the initial unit for a proposed \$425,000 four-story cold and dry storage warehouse at Dolorosa Avenue and Nueva Street, where a site 240 by 436 feet has been purchased. A one-story garage and service building and a one-story freight and motor truck structure, the latter 24 by 265 feet, also will be put up. The entire project is estimated to cost more than \$750,000.

**Slaton**—Union Compress & Warehouse Co. has concluded negotiations for the purchase of the local plant of the Western Compress & Storage Co. and will operate it, making extensions and improvements.

**Texas City**—Texas City Terminal Railway Co. has plans for rebuilding the storage warehouse and dock at Pier B recently destroyed by fire.

### Virginia

**Richmond**—Southeastern Ice Utilities Corp., operating cold storage warehouses and ice plants, has filed notice of increase of capital to \$2,000,000 from \$1,500,000, to finance expansion.

### Washington

**Bellingham**—Chicago, Milwaukee & St. Paul Railroad Co. has approved plans

for a \$17,000 1-story warehouse at Ohio Street and Railroad Avenue.

### Wisconsin

**Madison**—Union Transfer & Storage Co. has filed notice of intention to expand operations to include other branches of warehousing and distribution.

### Gary Company Buys Property

The Hahne Transfer Co., operated in Gary, Ind., by Russell P. Hahne, has purchased the building on West Ninth Avenue formerly occupied by the Gary Motors Corporation and will convert it into a warehouse and truck garage. The structure has a frontage of 175 feet on West Ninth Avenue and extends back 135 feet to a spur of the Gary & Western Railroad.

**WE  
MOVED  
This Party Out  
LET US MOVE YOU IN  
City Transfer Co.  
PHONE H-1801  
STORAGE  
For Anything  
MOVING  
PACKING  
SHIPPING  
113 South Rome Ave.**

"ATTACHED hereto," John Sherman, secretary of the City Transfer, Co., Inc., Tampa, Fla., writes to *Distribution and Warehousing* regarding the tag illustrated above, "is a tag which we have been using in advertising for the past three months and which we find brings us quite a lot of business, and we are passing it along to you for the information of the warehousemen if you think it worth while.

"When we move a party we leave one of these tags in the house and attach another to the door, and when people go to see the house the first thing they see is this tag on the door, and we consider it a good advertising idea and inexpensive."

## New Incorporations Within the Industry

(Concluded from page 50)

### Texas

**Athens**—Athens Compress & Warehouse Co. Warehousing and cotton compress. Capital, \$60,000. Incorporators, A. S. Underwood and John W. Murchison.

**Corpus Christi**—Corpus Christi Warehouse & Storage Co. Capital, \$100,000. Incorporators, R. A. Thompson, Calvin Cook and H. R. Sutherland.

**Dallas**—South Texas Compress Co. Storage warehousing. Capital, \$100,000. Incorporators, Harry L. Seay and B. W. Thomas.

**Galveston**—Southern Compress Co. Cotton storage and warehousing. Capital, \$100,000. Incorporators, S. L. Toombs of Galveston and Harry L. Seay of Dallas.

**Houston**—Tidewater Warehouse Co. Capital stock, \$10,000. Incorporators, Edmund Pincoffs, Anker C. Jenses and Fernand Pincoffs.

### Bush in the Magazines

Irving T. Bush, president of the Bush Terminal Co., New York, in an article in the September issue of *Current History Magazine* discusses the advisability of America taking the lead in the formation of a league of nations to be comprised of delegates of every country in North, Central and South America and to be similar in purpose to the League of Nations at Geneva.

In a recent issue of *The Outlook*, Mr. Bush sets forth a business man's view of religion, declaring his faith to be "a simple belief in a power which controls the world for its ultimate good."

### Correction

As a result of error in composition in the full page advertisement of the Met-L-Wood Corporation, Chicago, in the August issue of *Distribution and Warehousing*, the company's address was given as 242 W. 14th Street. The correct address is 2421 W. 14th Street.

The Met-L-Wood Corporation recently issued an illustrated booklet showing that its fabric bond for paneling moving vans, trucks and buses is being used by warehouse companies including the Lansing Storage Co., Lansing, Mich.; Chester C. Fosgate Co., Orlando, Fla.; Peterson Fire-Proof Storage Co., Chicago, and Dragoun Transfer & Storage Co., Ames, Iowa.

### Texas Blaze

The oldest warehouse and dock in Texas City, Tex., was destroyed by fire, together with cotton and general cargo, with an estimated loss of \$200,000, on Aug. 28. The building was owned by the Texas City Terminal Railway.

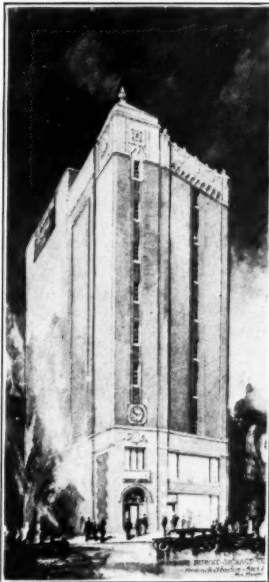
## The Midwest Warehouse Agency of the Midwest Freight Traffic Service Bureau, Inc. 300 West Adams St., Chicago, Ill.

A business getting agency, representing the following well established warehouses:

CINCINNATI,  
Cincinnati Tobacco Whse. Co.  
CLEVELAND,  
Merchants Terminal Whse. Co.  
COLUMBUS,  
Security Storage & Power Co.  
DECATUR,  
Decatur Warehouse Company.  
DENVER,  
Swift Moving & Storage Co.  
DETROIT,  
Great Lakes Terminal Whse. Co.  
HOUSTON,  
Houston Terminal Whse. & Cold Storage Co.  
LOS ANGELES,  
Pacific Southwest Warehouse Co.  
SEATTLE,  
Merchants Transfer & Storage Co.  
ST. LOUIS,  
St. Louis Terminal Warehouse Co.  
UTICA,  
Broad Street Warehouse Corp.

Arrangements are now being made for the representation of warehouses in other territories that do not conflict with above points. For terms and other details, write

L. M. SOUDERS, Mgr. Warehouse Department.



Under  
Construction  
for  
**LEONARD  
DETROIT  
STORAGE  
CO.**

**FREDERICK STANTON**  
ARCHITECT

310 S. Michigan Ave. Chicago, Illinois

SPECIALIST IN WAREHOUSE AND INDUSTRIAL PLANNING

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## An OPEN Letter to Motor Truck Users

INDIANA TRUCK CORPORATION  
MARION, INDIANA, U.S.A.

It has always been our ideal that each Indiana Truck we build should meet in every way the demands placed on it by its owner and its driver. That one thought has been in the minds of our engineers, the men who actually build the trucks and those who sell them.

The advanced design and construction features of Indiana Trucks come as a result of knowledge, not of theory. Our designers have had practical experience in the field, studying the problems of individual operators under the most varied conditions possible. Our experimental department draws on the vast resources of a group of automotive specialists recognized as leaders in the industry. The key men in our plant are master craftsmen with long records of honorable service who take great personal interest in the success of Indiana Trucks.

These things have brought about the inbuilt sturdiness which enables Indiana Trucks to set outstanding records of performance. We've been building Indiana Trucks for eighteen years - growing steadily in that time. No Indiana Truck will ever be an orphan.

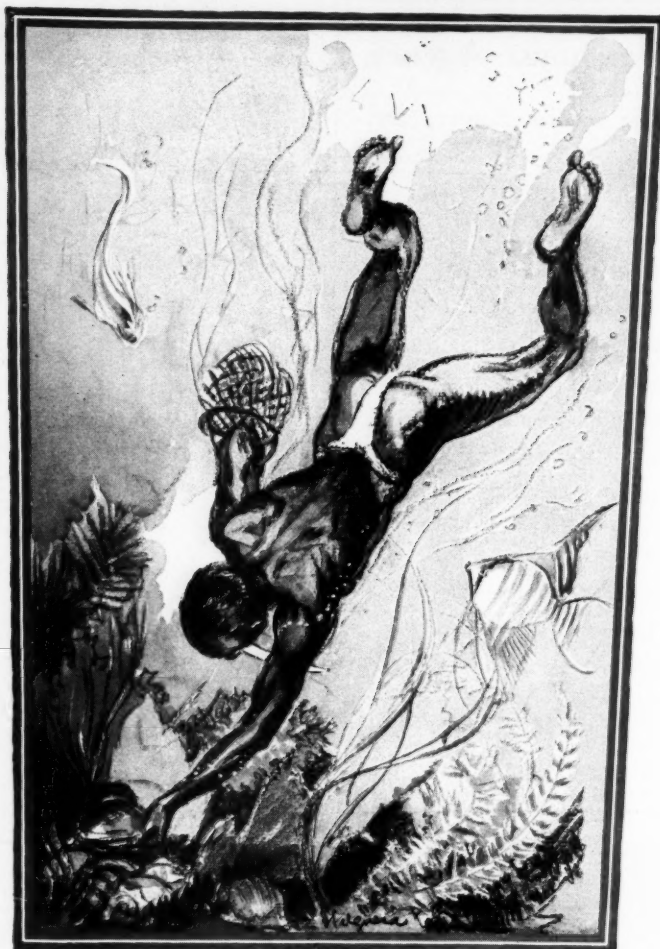
*J. H. Stephenson*  
President



INDIANA TRUCK CORPORATION  
910 Indiana Park Marion, Indiana

**INDIANA  
TRUCKS**





# CHANCE

THE DIVER for pearls selects indiscriminately . . . no shells are labelled for his guidance . . . he must of necessity depend on chance. Modern industry, in pursuit of true efficiency, leaves nothing to chance, in the selection of operating equipment or in details of production. For twenty years PELLE Freight Elevator Doors have reduced to a minimum the chances of risk and delay to men and freight by perfected mechanical operation . . . promoting efficiency because they are themselves efficient. If the Pelle catalog is not in your files, a copy will be sent upon request.

THE PELLE COMPANY, Brooklyn, New York  
 Boston • Chicago • Cleveland • Philadelphia and 30 other cities  
 In Canada: Toronto and Hamilton, Ontario



Pelle Metal Clad  
Door

# PELLE Freight Elevator DOORS

“The doorway of America's freight elevator traffic”

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

# The Shippers' Index

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns



## "ANDY" SAYS:

BY the time this page is read there will have been mailed to warehouses and shippers the first edition of our "Shipper's Index" directory of advertisers, in bound form.

¶ This will hereafter be known as the "D & W-100% SERVICE" which is offered to all regular advertisers in the "Shipper's Index" Section of *Distribution and Warehousing*.

¶ The publication dates will be March and September of each year. The warehouse advertising that appears in each of those issues will be reproduced in this bound volume (similar in appearance to our regular monthly issues) and will be mailed to every known warehouse and national distributor in the United States and Canada.

¶ Each copy will be corner-pierced for hanging beside the desk of the man who will use it, thus making it easy to reach for ready reference.

¶ Every six months this service will be rendered without extra cost to those whose advertisements appear in our regular monthly issues. It is a "plus" service conceived for the purpose of placing the advertisements of our regular advertisers into the hands of the greatest possible number of shippers and warehousemen.

¶ THAT IS WHY WE CALL IT THE "D & W-100% SERVICE."

¶ Those who use regular advertising space in each issue of *Distribution and Warehousing* will obtain this 100% national coverage without extra cost.

¶ Our cost of doing this for the advertisers has not been considered. It is a huge step forward in servicing the industry, and only those who recognize it as such, and wish to avail themselves of the opportunity, need do so.

¶ BUT WE KNOW THIS—IT REPRESENTS THE BIGGEST VALUE THAT HAS EVER BEEN OFFERED TO WAREHOUSEMEN FOR THEIR ADVERTISING EXPENDITURE.

¶ If you wish to know more about it, read the printed matter that we will send you between now and the closing of our forms for the 1928 ANNUAL WAREHOUSE DIRECTORY ISSUE—and if you are not a regular advertiser, start your copy with that issue, thus assuring yourself this "100% SERVICE" throughout all of next year.

"ANDY."

## CONVENTION CALENDAR

(Annual or Semi-Annual Meetings)

October	Missouri Warehousemen's Association	Joplin
December	Illinois Association of Warehousemen	Chicago
December or January	American Chain of Warehouses	(To be decided)
December or January	American Warehousemen's Association	(To be decided)
December or January	Distribution Service, Inc.	(To be decided)
December or January	National Furniture Warehousemen's Association	(To be decided)
January	New Jersey Furniture Warehousemen's Association	Newark
January	New York Furniture Warehousemen's Association	New York City
February	Kansas Warehouse & Transfermen's Association	Topeka
February	Maryland Warehousemen's Association	Baltimore
February	Pacific Coast Furniture Warehousemen's Association	(To be decided)
February	Pennsylvania Furniture Warehousemen's Association	Philadelphia

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## BIRMINGHAM, ALA.

**BRADSHAW-PLOSSER CO., Inc.**

Receiving and Warehousing of General Merchandise in carloads or less than carloads. Direct connection with all railroads.

Trucks and horse drawn equipment.

529 North 28th Street  
ONE block from Terminal Station

## BIRMINGHAM, ALA.

**Charlie's Transfer Co.**

Incorporated 1903

**Distributors and Forwarders  
Storage and Hauling**

We specialize on merchandise handling.

Private siding, connecting with all railroads.

## BIRMINGHAM, ALA.

ESTABLISHED—1880

OVER 40 YEARS OF HONORABLE SERVICE

**HARRIS TRANSFER**

AND

**WAREHOUSE CO.**

**FIREPROOF and NON-FIREPROOF  
WAREHOUSES  
MERCHANDISE and HOUSEHOLD GOODS  
STORAGE HAULING PACKING**

Prompt Service—Accurate Accounting

8 South Eighteenth Street

Members: A. W. A., N. F. W. A., SO. W. A., ALA. T. & W. A.

## BIRMINGHAM, ALA.

**Hess-Strickland Transfer & Storage Co.**

General Merchandise, Furniture  
and Household Goods Storage

Distribution of Pool Cars Given Special Attention—Motor Trucks in  
Addition to Wagon Equipment—Track Connections with All Railroads.

## BIRMINGHAM, ALA.

**Wittichen Transfer & Warehouse Co.  
Fireproof Warehouse**

Members  
National Furniture  
Warehousemen's  
Assn.  
Southern  
Warehousemen's  
Assn.  
Ala. Warehouse  
& Transfer  
Assn.

**POOL CAR DISTRIBUTORS—**

Hauling, Packing Household Goods and  
Merchandise.

Free switching from all Railroads.  
Warehouse and Office on Southern  
Railroad. 2329 First Avenue, No.

## BIRMINGHAM, ALA.

*Safety, Economy*

**Merchants' & Mfrs.' Terminal Warehouses**

Special arrangement for the Jobber, Merchant and Manufacturer to  
handle his stocks, also space for distribution of stocks.

Office: 1926 4th Avenue North  
Clark-Gregory-Blake Agency, Rental Agents

## MONTGOMERY, ALA.

**LEADING WAREHOUSEMEN**

**DISTRIBUTION—HAULING  
PACKING — STORAGE of  
HOUSEHOLD GOODS  
MERCHANDISE and AUTOMOBILES**

TWO LARGE WAREHOUSES—PRIVATE SPUR  
LARGE FLEET OF MOTOR TRUCKS

**ALA. MOTOR TRANSFER CO.**

COR. LAWRENCE and RANDOLPH—132 LEE

## MONTGOMERY, ALA.

L. J. MOELLER, Pres.

**STORAGE—FORWARDING—DISTRIBUTING**

Warehouse on Western Railway of Alabama.  
Bonded. Sprinkler System. Low Insurance.

ALABAMA'S LARGEST MERCHANDISE WAREHOUSEMEN

**MOELLER TRANSFER & STORAGE CO.**

210-220 Coosa St. P. O. Box 552.

PROMPT SERVICE

**SATISFACTION GUARANTEED**

Members: } American Warehousemen's Association  
Southern Warehousemen's Association

## MONTGOMERY, ALA.

L. J. MOELLER, Pres.

Stanford Transfer and Warehouse Co., Inc.

Household Goods Exclusively

MOVING STORAGE PACKING and SHIPPING

3 Jefferson Street

## PHOENIX, ARIZONA

ARIZONA STORAGE and DISTRIBUTING Co.

MERCHANDISE and HOUSEHOLD GOODS

POOL CAR DISTRIBUTION

Lowest Insurance Rates

Trucking Service

18 SOUTH CENTRAL

N.F.W.A.—A.W.A.

## PHOENIX, ARIZONA

**The Lightning Delivery Co.****TRANSFER  
AND  
STORAGE**

Storage capacity 68,000 sq. feet. General receiving and  
forwarding agents. Pool car distribution our specialty.